

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Jonathan Foster Kliegman</td><td>09/27/2007</td></tr><tr><td>Gianluca Macciocca</td><td>09/27/2007</td></tr><tr><td>David M. Parrish</td><td>09/27/2007</td></tr><tr><td>John M. Paul</td><td>10/05/2007</td></tr></tbody></table>		Name	Execution Date	Jonathan Foster Kliegman	09/27/2007	Gianluca Macciocca	09/27/2007	David M. Parrish	09/27/2007	John M. Paul	10/05/2007
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RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>Simple Star, Inc.</td></tr><tr><td>Street Address:</td><td>651 Brannan Street</td></tr><tr><td>City:</td><td>San Francisco</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>94107</td></tr></table>		Name:	Simple Star, Inc.	Street Address:	651 Brannan Street	City:	San Francisco	State/Country:	CALIFORNIA	Postal Code:	94107
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
Fax Number: (650)614-7401 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone: 650 614-7647											
Email: ipprosecution@orrick.com											
Correspondent Name: Sanjeet K. Dutta											
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Address Line 4: Irvine, CALIFORNIA 92614											
ATTORNEY DOCKET NUMBER:	15996-4001										
NAME OF SUBMITTER:	Sanjeet K. Dutta										
Total Attachments: 6											

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A S S I G N M E N T

WHEREAS, WE, Jonathan Foster Kliegman, A citizen of The United States of America, residing at 788 Harrison Street, Apartment #826, San Francisco, California, 94107; Gianluca Macciocca, A citizen of Italy, residing at 662 Capp Street, Apartment #4, San Francisco, California, 94110; David M. Parrish, A citizen of The United States of America, residing at 137 Carmel Street, San Francisco, California, 94117 and John M. Paul, a citizen of The United States of America, residing at 490 Kingsley Avenue, Palo Alto, California 94301 (hereinafter referred to as "ASSIGNORS"), have invented and own a certain invention entitled " A Method And System For Delivering Personal Media Over Cable Television" for which application for Letters Patent of the United States of America was filed on July 18, 2007 and assigned Serial No. 11/779,806.

WHEREAS, Simple Star, Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware and having its principal place of business at 651 Brannan Street, San Francisco, California 94107 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the exclusive right, title and interest in, to and under said invention and in, to and under any Patent or similar legal protection to be obtained therefor in the United States of America, its territorial possessions and in any and all countries foreign thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign, transfer and set over unto the said ASSIGNEE, its successors and assigns, the full and exclusive right, title and interest to said invention and to all Letters Patent or application or similar legal protection, not only in

the United States and its territorial possessions, but in all countries foreign thereto to be obtained for said invention by said application, and to any continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in the United States or a foreign country for the full term or terms for which the same may be granted, including all priority rights under the International Convention; and ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent or any legal equivalent thereof to said ASSIGNEE, its successors and assigns, in accordance with this Assignment.

ASSIGNORS hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Agreement;

ASSIGNORS further covenant that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNORS and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents in the United States or in any foreign country, which may be necessary or desirable to carry out the purposes thereof.

WITNESS my hand at San Francisco, California, this 27th day of September

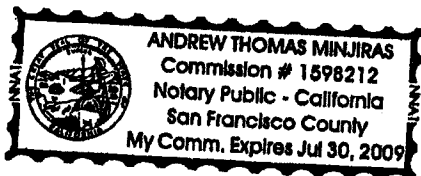
2007.

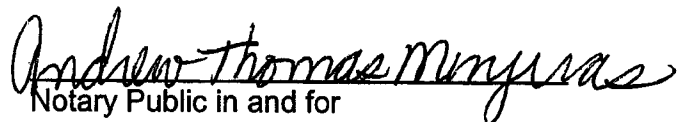
  
Jonathan Foster Kliegman

STATE OF CALIFORNIA           )  
  ) ss  
COUNTY OF SAN FRANCISCO   )

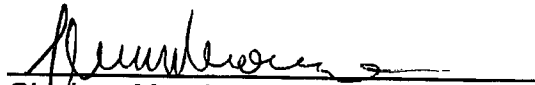
On 27 Sept. 2007 before me, ANDREW THOMAS MINJIRAS <sup>NOTARY PUBLIC</sup>, personally appeared Jonathan Foster Kliegman, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



  
Notary Public in and for  
said County and State

WITNESS my hand at SAN FRANCISCO, California, this 27th day of September  
2007.

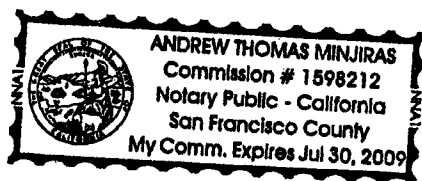
  
Gianluca Macciocca

STATE OF CALIFORNIA                    )  
  ) ss  
COUNTY OF SAN FRANCISCO)

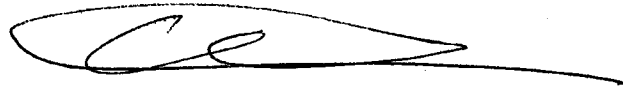
On 27 Sept. 2007 before me, ANDREW THOMAS MINJIRAS, <sup>NOTARY PUBLIC</sup> personally  
appeared Gianluca Macciocc, proved to me on the basis of satisfactory evidence to be the  
person whose name is subscribed to the within instrument and acknowledged to me that he  
executed the same in his authorized capacity, and that by his signature on the instrument  
the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

  
Notary Public in and for  
said County and State



WITNESS my hand at San Francisco, California, this 27 day of September  
2007.



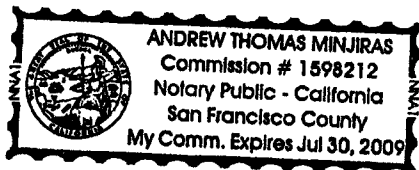
David M. Parrish

STATE OF CALIFORNIA           )  
  ) ss  
COUNTY OF SAN FRANCISCO )

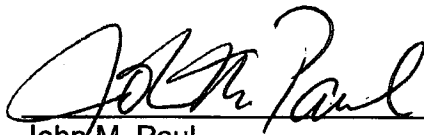
On 27 Sept 2007 before me, ANDREW THOMAS MINJIRAS, PUBLIC <sup>NOTARY</sup>, personally  
appeared David M. Parrish, proved to me on the basis of satisfactory evidence to be the  
person whose name is subscribed to the within instrument and acknowledged to me that he  
executed the same in his authorized capacity, and that by his signature on the instrument  
the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Andrew Thomas Minjiras  
Notary Public in and for  
said County and State




WITNESS my hand at Foster City, this 5<sup>th</sup> day of October 2007.

  
John M. Paul

STATE OF CALIFORNIA           )  
  ) ss  
COUNTY OF SAN  
  )  
  MATEO

On 10/05/2007 before me, JOHN MINJIRAS, personally appeared John M. Paul, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

  
Notary Public in and for  
said County and State

