

PATENT ASSIGNMENT

Electronic Version v1.1

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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>Harry N. Gottlieb</td><td>10/22/2007</td></tr><tr><td>Evan Jacover</td><td>10/22/2007</td></tr><tr><td>Steven Fram</td><td>10/22/2007</td></tr></tbody></table>		Name	Execution Date	Harry N. Gottlieb	10/22/2007	Evan Jacover	10/22/2007	Steven Fram	10/22/2007
Name	Execution Date								
Harry N. Gottlieb	10/22/2007								
Evan Jacover	10/22/2007								
Steven Fram	10/22/2007								
RECEIVING PARTY DATA									
Name:	The Jellyvision Lab, Inc.								
Street Address:	848 West Eastman, Suite 104								
City:	Chicago								
State/Country:	ILLINOIS								
Postal Code:	60622								
PROPERTY NUMBERS Total: 1									
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11925460</td></tr></tbody></table>		Property Type	Number	Application Number:	11925460				
Property Type	Number								
Application Number:	11925460								
CORRESPONDENCE DATA									
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ATTORNEY DOCKET NUMBER:	10342/36								
NAME OF SUBMITTER:	Mircea A. Tipescu								
Total Attachments: 2 source=1034236Assignment#page1.tif source=1034236Assignment#page2.tif									

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PATENT

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REEL: 020038 FRAME: 0703

ASSIGNMENT

WHEREAS, Harry N. Gottlieb, Evan Jacover and Steven Fram, hereinafter called the "Assignors", have made the invention described in U.S. Provisional Application Serial No. 60/855,938, filed on October 31, 2006, and the United States patent application entitled METHODS FOR PRELOADING MEDIA ASSETS, executed by Assignors on the same date as, or on a date prior to, this Assignment;

WHEREAS, The Jellyvision Lab, Inc., a corporation organized and existing under the laws of the State of Delaware, having a place of business at 848 West Eastman, Suite 104, Chicago, IL 60622, hereinafter called the "Assignee", desires to acquire the entire right, title and interest in and to the invention and the patent applications identified above, and all patents which may be obtained for said invention, as set forth below;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other valuable and legally sufficient consideration, the receipt of which by the Assignors from the Assignee is hereby acknowledged, the Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent applications identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefor in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; together with the right to recover all damages, including, but not limited to, a reasonable royalty, by reason of past, present, or future infringement or any other violation of patent or patent application rights; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term or terms for all such patents.

The Assignors hereby covenant and agree, for both the Assignors and the Assignors' legal representatives, that the Assignors will assist the Assignee in the prosecution of the patent applications identified above; in the making and prosecution of any other patent

applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignors will execute and deliver to the Assignee any and all additional papers which may be requested by the Assignee to carry out the terms of this Assignment.

The Commissioner of Patents and Trademarks is hereby authorized and requested to issue patents to the Assignee in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, the Assignors have executed this agreement.

DATED:

10-22-07


Harry N. Gottlieb

DATED:

10/22/07


Evan Jacover

DATED:

10/22/07


Steven Fram