

12-12-2007



103467783

To the Honorable Commissioner of Patents and Trademarks _____ d original document or copy thereof.

1. Name(s) of conveying party(ies):

- 1) ALEXANDER J. COHEN
- 2) EDWARD K.Y. JUNG
- 3) ROYCE A. LEVIEN
- 4) ROBERT W. LORD
- 5) MARK A. MALAMUD
- 6) WILLIAM HENRY MANGIONE-SMITH
- 7) JOHN D. RINALDO, JR.
- 8) CLARENCE T. TEGREENE

Additional names of conveying parties attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
- ☐ Security Agreement ☐ Change of Name
- ☐ Other _____

Execution Dates:

- | | |
|----------------------------|-----------------------------|
| 1) <u>DECEMBER 4, 2007</u> | 5) <u>NOVEMBER 21, 2007</u> |
| 2) <u>OCTOBER 15, 2007</u> | 6) <u>NOVEMBER 13, 2007</u> |
| 3) <u>OCTOBER 15, 2007</u> | 7) <u>NOVEMBER 30, 2007</u> |
| 4) <u>OCTOBER 28, 2007</u> | 8) <u>OCTOBER 16, 2007</u> |

2. Name and address of receiving party:

Name: SEARETE LLC

Internal Address: _____

Street Address: 1756 - 114TH AVE. S.E., # 110City: BELLEVUEState WAZip: 98004Additional names & addresses attached? ☐ Yes ☒ No

4. Application number(s) or registration number(s):

If this document is being filed together with a new application,
the execution date of the application is _____

A. Patent Application No(s).

11/903,193

B. Patent No(s).

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: SEARETE LLCInternal Address: CLARENCE T. TEGREENEStreet Address: 1756 - 114th Ave. S.E., # 110City: Bellevue State: WA ZIP: 980046. Total number of applications and patents involved..... 17. Total Fee (37 CFR 3.41): \$40☒ Enclosed☐ Authorized to be charged to deposit account

8. Deposit account number:

502857

DO NOT USE THIS SPACE

9. Statement and signature.

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*DAVID S. ROMNEY

Name of Person Signing

Signature

5 Dec 07

Date

Total number of pages including cover sheet, attachments, and document: 17

ASSIGNMENT

WHEREAS, we, Alexander J. Cohen; Edward K.Y. Jung; Royce A. Levien; Robert W. Lord; Mark A. Malamud; William Henry Mangione-Smith; John D. Rinaldo, Jr. and Clarence T. Tegreene (hereinafter referred to as ASSIGNORS), having post office addresses of 77 Rose Avenue, Mill Valley, CA 94941; 13420 – NE 36th Street, Bellevue, WA 98005-1403; 43 Somerset Road, Lexington, MA 02420-3519; 1410 – 41st Avenue East, Seattle, WA 98112; 1508 – Ninth Avenue West, Seattle, WA 98119; 4146 – 118th Avenue NE, Kirkland, WA 98033; 1560 – 134th Avenue S.E. #301, Bellevue, WA 98005-8030 and 10629 – NE 17th Street, Bellevue, WA 98004-2834, respectively, are the joint inventors of an invention entitled “PROMOTIONAL PLACEMENT IN MEDIA WORKS” as described and claimed in the specification for which an application for United States letters patent was filed on September 19, 2007 and assigned Application No. 11/903,193; and

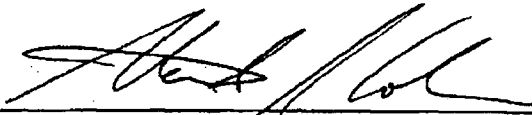
WHEREAS, Searete LLC, (hereinafter referred to as ASSIGNEE), a limited liability corporation of the State of Delaware, having a place of business at 1756 – 114th Ave. S.E., Suite 110, Bellevue, WA 98004, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns as fully and entirely as the

same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

12/04/07

Date


Alexander J. Cohen

Date

Edward K.Y. Jung

Date

Royce A. Levien

Date

Robert W. Lord

Date

Mark A. Malamud

Date

William Henry Mangione-Smith

Date

John D. Rinaldo, Jr.

Date

Clarence T. Tegreene

http://isf.intven.com/Shared Documents/Patents Filed-Active Drafts/Data Architecture-003/003_033 ECommerceBusiness/0506-003-002-C00001 Promotional Placement in Media Works/assgt-joint-post.doc

ASSIGNMENT

WHEREAS, we, Alexander J. Cohen; Edward K.Y. Jung; Royce A. Levien; Robert W. Lord; Mark A. Malamud; William Henry Mangione-Smith; John D. Rinaldo, Jr. and Clarence T. Tegreene (hereinafter referred to as ASSIGNORS), having post office addresses of 77 Rose Avenue, Mill Valley, CA 94941; 13420 – NE 36th Street, Bellevue, WA 98005-1403; 43 Somerset Road, Lexington, MA 02420-3519; 1410 – 41st Avenue East, Seattle, WA 98112; 1508 – Ninth Avenue West, Seattle, WA 98119; 4146 – 118th Avenue NE, Kirkland, WA 98033; 1560 – 134th Avenue S.E. #301, Bellevue, WA 98005-8030 and 10629 – NE 17th Street, Bellevue, WA 98004-2834, respectively, are the joint inventors of an invention entitled “PROMOTIONAL PLACEMENT IN MEDIA WORKS” as described and claimed in the specification for which an application for United States letters patent was filed on September 19, 2007 and assigned Application No. 11/903,193; and

WHEREAS, Searete LLC, (hereinafter referred to as ASSIGNEE), a limited liability corporation of the State of Delaware, having a place of business at 1756 – 114th Ave. S.E., Suite 110, Bellevue, WA 98004, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns as fully and entirely as the

same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

Date

10-15-07

Date

Alexander J. Cohen



Edward K. Y. Jung

Date

Royce A. Levien

Date

Robert W. Lord

Date

Mark A. Malamud

Date

William Henry Mangione-Smith

Date

John D. Rinaldo, Jr.

Date

Clarence T. Tegreene

http://isf.intven.com/Shared Documents/Patents Filed-Active Drafts/Data Architecture-003/003_033 ECommerceBusiness/0506-003-002-C00001 Promotional Placement in Media Works/assgt-joint-post.doc

ASSIGNMENT

WHEREAS, we, Alexander J. Cohen; Edward K.Y. Jung; Royce A. Levien; Robert W. Lord; Mark A. Malamud; William Henry Mangione-Smith; John D. Rinaldo, Jr. and Clarence T. Tegreene (hereinafter referred to as ASSIGNORS), having post office addresses of 77 Rose Avenue, Mill Valley, CA 94941; 13420 – NE 36th Street, Bellevue, WA 98005-1403; 43 Somerset Road, Lexington, MA 02420-3519; 1410 – 41st Avenue East, Seattle, WA 98112; 1508 – Ninth Avenue West, Seattle, WA 98119; 4146 – 118th Avenue NE, Kirkland, WA 98033; 1560 – 134th Avenue S.E. #301, Bellevue, WA 98005-8030 and 10629 – NE 17th Street, Bellevue, WA 98004-2834, respectively, are the joint inventors of an invention entitled “PROMOTIONAL PLACEMENT IN MEDIA WORKS” as described and claimed in the specification for which an application for United States letters patent was filed on September 19, 2007 and assigned Application No. 11/903,193; and

WHEREAS, Searete LLC, (hereinafter referred to as ASSIGNEE), a limited liability corporation of the State of Delaware, having a place of business at 1756 – 114th Ave. S.E., Suite 110, Bellevue, WA 98004, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns as fully and entirely as the

same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

Date

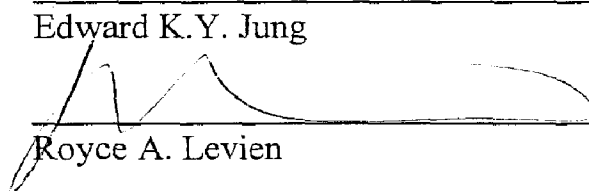
Alexander J. Cohen

Date

Edward K.Y. Jung

2007-10-15

Date



Royce A. Levien

Date

Robert W. Lord

Date

Mark A. Malamud

Date

William Henry Mangione-Smith

Date

John D. Rinaldo, Jr.

Date

Clarence T. Tegreene

http://isf.intven.com/Shared Documents/Patents Filed-Active Drafts/Data Architecture-003/003_033 ECommerceBusiness/0506-003-002-C00001 Promotional Placement in Media Works/assgt-joint-post.doc

ASSIGNMENT

WHEREAS, we, Alexander J. Cohen; Edward K.Y. Jung; Royce A. Levien; Robert W. Lord; Mark A. Malamud; William Henry Mangione-Smith; John D. Rinaldo, Jr. and Clarence T. Tegreene (hereinafter referred to as ASSIGNORS), having post office addresses of 77 Rose Avenue, Mill Valley, CA 94941; 13420 – NE 36th Street, Bellevue, WA 98005-1403; 43 Somerset Road, Lexington, MA 02420-3519; 1410 – 41st Avenue East, Seattle, WA 98112; 1508 – Ninth Avenue West, Seattle, WA 98119; 4146 – 118th Avenue NE, Kirkland, WA 98033; 1560 – 134th Avenue S.E. #301, Bellevue, WA 98005-8030 and 10629 – NE 17th Street, Bellevue, WA 98004-2834, respectively, are the joint inventors of an invention entitled “PROMOTIONAL PLACEMENT IN MEDIA WORKS” as described and claimed in the specification for which an application for United States letters patent was filed on September 19, 2007 and assigned Application No. 11/903,193; and

WHEREAS, Searete LLC, (hereinafter referred to as ASSIGNEE), a limited liability corporation of the State of Delaware, having a place of business at 1756 – 114th Ave. S.E., Suite 110, Bellevue, WA 98004, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns as fully and entirely as the

same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

Date

Alexander J. Cohen

Date

Edward K.Y. Jung

Date

Royce A. Levien

10-28-07

Date



Robert W. Lord

Date

Mark A. Malamud

Date

William Henry Mangione-Smith

Date

John D. Rinaldo, Jr.

Date

Clarence T. Tegreene

http://isf.intven.com/Shared Documents/Patents Filed-Active Drafts/Data Architecture-003/003_033 ECommerceBusiness/0506-003-002-C00001 Promotional Placement in Media Works/assgt-joint-post.doc

ASSIGNMENT

WHEREAS, we, Alexander J. Cohen; Edward K.Y. Jung; Royce A. Levien; Robert W. Lord; Mark A. Malamud; William Henry Mangione-Smith; John D. Rinaldo, Jr. and Clarence T. Tegreene (hereinafter referred to as ASSIGNORS), having post office addresses of 77 Rose Avenue, Mill Valley, CA 94941; 13420 – NE 36th Street, Bellevue, WA 98005-1403; 43 Somerset Road, Lexington, MA 02420-3519; 1410 – 41st Avenue East, Seattle, WA 98112; 1508 – Ninth Avenue West, Seattle, WA 98119; 4146 – 118th Avenue NE, Kirkland, WA 98033; 1560 – 134th Avenue S.E. #301, Bellevue, WA 98005-8030 and 10629 – NE 17th Street, Bellevue, WA 98004-2834, respectively, are the joint inventors of an invention entitled “PROMOTIONAL PLACEMENT IN MEDIA WORKS” as described and claimed in the specification for which an application for United States letters patent was filed on September 19, 2007 and assigned Application No. 11/903,193; and

WHEREAS, Searete LLC, (hereinafter referred to as ASSIGNEE), a limited liability corporation of the State of Delaware, having a place of business at 1756 – 114th Ave. S.E., Suite 110, Bellevue, WA 98004, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns as fully and entirely as the

same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

Date

Alexander J. Cohen

Date

Edward K.Y. Jung

Date

Royce A. Levien

Date

Robert W. Lord

11/21/07

Date

Mark A. Malamud



Date

William Henry Mangione-Smith

Date

John D. Rinaldo, Jr.

Date

Clarence T. Tegreene

http://isf.intven.com/Shared Documents/Patents Filed-Active Drafts/Data Architecture-003/003_033 ECommerceBusiness/0506-003-002-C00001 Promotional Placement in Media Works/assgt-joint-post.doc

ASSIGNMENT

WHEREAS, we, Alexander J. Cohen; Edward K.Y. Jung; Royce A. Levien; Robert W. Lord; Mark A. Malamud; William Henry Mangione-Smith; John D. Rinaldo, Jr. and Clarence T. Tegreene (hereinafter referred to as ASSIGNORS), having post office addresses of 77 Rose Avenue, Mill Valley, CA 94941; 13420 – NE 36th Street, Bellevue, WA 98005-1403; 43 Somerset Road, Lexington, MA 02420-3519; 1410 – 41st Avenue East, Seattle, WA 98112; 1508 – Ninth Avenue West, Seattle, WA 98119; 4146 – 118th Avenue NE, Kirkland, WA 98033; 1560 – 134th Avenue S.E. #301, Bellevue, WA 98005-8030 and 10629 – NE 17th Street, Bellevue, WA 98004-2834, respectively, are the joint inventors of an invention entitled “PROMOTIONAL PLACEMENT IN MEDIA WORKS” as described and claimed in the specification for which an application for United States letters patent was filed on September 19, 2007 and assigned Application No. 11/903,193; and

WHEREAS, Searete LLC, (hereinafter referred to as ASSIGNEE), a limited liability corporation of the State of Delaware, having a place of business at 1756 – 114th Ave. S.E., Suite 110, Bellevue, WA 98004, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns as fully and entirely as the

same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

Date

Alexander J. Cohen

Date

Edward K.Y. Jung

Date

Royce A. Levien

Date

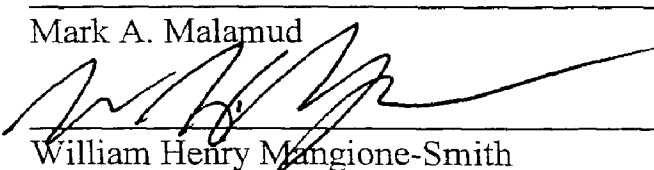
Robert W. Lord

Date

Mark A. Malamud

Date

4/13/07



William Henry Mangione-Smith

Date

John D. Rinaldo, Jr.

Date

Clarence T. Tegreene

http://isf.intven.com/Shared Documents/Patents Filed-Active Drafts/Data Architecture-003/003_033 ECommerceBusiness/0506-003-002-C00001 Promotional Placement in Media Works/assgt-joint-post.doc

ASSIGNMENT

WHEREAS, we, Alexander J. Cohen; Edward K.Y. Jung; Royce A. Levien; Robert W. Lord; Mark A. Malamud; William Henry Mangione-Smith; John D. Rinaldo, Jr. and Clarence T. Tegreene (hereinafter referred to as ASSIGNORS), having post office addresses of 77 Rose Avenue, Mill Valley, CA 94941; 13420 – NE 36th Street, Bellevue, WA 98005-1403; 43 Somerset Road, Lexington, MA 02420-3519; 1410 – 41st Avenue East, Seattle, WA 98112; 1508 – Ninth Avenue West, Seattle, WA 98119; 4146 – 118th Avenue NE, Kirkland, WA 98033; 1560 – 134th Avenue S.E. #301, Bellevue, WA 98005-8030 and 10629 – NE 17th Street, Bellevue, WA 98004-2834, respectively, are the joint inventors of an invention entitled “PROMOTIONAL PLACEMENT IN MEDIA WORKS” as described and claimed in the specification for which an application for United States letters patent was filed on September 19, 2007 and assigned Application No. 11/903,193; and

WHEREAS, Searete LLC, (hereinafter referred to as ASSIGNEE), a limited liability corporation of the State of Delaware, having a place of business at 1756 – 114th Ave. S.E., Suite 110, Bellevue, WA 98004, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns as fully and entirely as the

same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

Date

Alexander J. Cohen

Date

Edward K.Y. Jung

Date

Royce A. Levien

Date

Robert W. Lord

Date

Mark A. Malamud

Date

William Henry Mangione-Smith

Date

November 30, 2007

John D. Rinaldo, Jr.

Date

Clarence T. Tegreene

http://isf.intven.com/Shared Documents/Patents Filed-Active Drafts/Data Architecture-003/003_033 ECommerceBusiness/0506-003-002-C00001 Promotional Placement in Media Works/assgt-joint-post.doc

ASSIGNMENT

WHEREAS, we, Alexander J. Cohen; Edward K.Y. Jung; Royce A. Levien; Robert W. Lord; Mark A. Malamud; William Henry Mangione-Smith; John D. Rinaldo, Jr. and Clarence T. Tegreene (hereinafter referred to as ASSIGNORS), having post office addresses of 77 Rose Avenue, Mill Valley, CA 94941; 13420 – NE 36th Street, Bellevue, WA 98005-1403; 43 Somerset Road, Lexington, MA 02420-3519; 1410 – 41st Avenue East, Seattle, WA 98112; 1508 – Ninth Avenue West, Seattle, WA 98119; 4146 – 118th Avenue NE, Kirkland, WA 98033; 1560 – 134th Avenue S.E. #301, Bellevue, WA 98005-8030 and 10629 – NE 17th Street, Bellevue, WA 98004-2834, respectively, are the joint inventors of an invention entitled “PROMOTIONAL PLACEMENT IN MEDIA WORKS” as described and claimed in the specification for which an application for United States letters patent was filed on September 19, 2007 and assigned Application No. 11/903,193; and

WHEREAS, Searete LLC, (hereinafter referred to as ASSIGNEE), a limited liability corporation of the State of Delaware, having a place of business at 1756 – 114th Ave. S.E., Suite 110, Bellevue, WA 98004, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns as fully and entirely as the

same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

Date

Alexander J. Cohen

Date

Edward K.Y. Jung

Date

Royce A. Levien

Date

Robert W. Lord

Date

Mark A. Malamud

Date

William Henry Mangione-Smith

Date

John D. Rinaldo, Jr.

Date

10/16/7

Clarence T. Tegreene

