

12-14-2007



103468888

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original document or copy thereof.

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

- 1) EDWARD K.Y. JUNG
- 2) ROYCE A. LEVIEN
- 3) ROBERT W. LORD
- 4) MARK A. MALAMUD
- 5) JOHN D. RINALDO, JR.
- 6)

Additional names of conveying parties attached? ☐ Yes ☒ No

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

3. Nature of conveyance:

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

Execution Dates:

- | | |
|----------------------|----------------------|
| 1) <u>10-15-2007</u> | 4) <u>12-06-2007</u> |
| 2) <u>10-15-2007</u> | 5) <u>12-10-2007</u> |
| 3) <u>10-28-2007</u> | 6) _____ |

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).
11/906,186

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: 98004

6. Total number of applications and patents involved.....

1

7. Total Fee (37 CFR 3.41):\$40

☒ Enclosed☐ Authorized to be charged to deposit account

8. Deposit account number:

502857

12/13/2007 MGETACHE 00000003 11906186

01 FC:0021

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.

FREDERICK A. KASEBURG
Name of Person Signing

Signature

Date

12/10/07

Total number of pages including cover sheet, attachments, and document: 11

ASSIGNMENT

WHEREAS, we, Edward K.Y. Jung; Royce A. Levien; Robert W. Lord; Mark A. Malamud and John D. Rinaldo, Jr. (hereinafter referred to as ASSIGNORS), having post office addresses of 13420 NE 36th Street, Bellevue, WA 98005; 43 Somerset Road, Lexington, MA 02420; 1410 41st Ave. East, Seattle, WA 98112; 1508 9th Ave. West, Seattle, WA 98119 and 1560 134th Ave. SE #301, Bellevue, WA 98005, respectively, are the joint inventors of an invention entitled "SYSTEM INDIVIDUALIZING A CONTENT PRESENTATION," as described and claimed in the specification for which an application for United States letters patent was filed on September 27, 2007 and assigned Application No. 11/906,186; 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

10-15-07

Edward K.Y. Jung

Royce A. Levien

Robert W. Lord

Mark A. Malamud

John D. Rinaldo, Jr.

PATENT
REEL: 020259 FRAME: 0336

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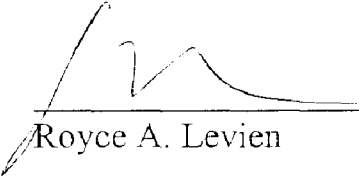
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Date

Edward K.Y. Jung

2007-10-15

Date



Royce A. Levien

Date

Robert W. Lord

Date

Mark A. Malamud

Date

John D. Rinaldo, Jr.

[http://isf.intven.com/Shared Documents/Patents Filed-Active Drafts/Data Architecture-003/003_032
ComputerMediatedInteraction/0306A-003-021-CIP001/assgt-joint-post.doc](http://isf.intven.com/Shared Documents/Patents Filed-Active Drafts/Data Architecture-003/003_032 ComputerMediatedInteraction/0306A-003-021-CIP001/assgt-joint-post.doc)

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Date


Edward K.Y. Jung

Date

Royce A. Levien

10-28-07

Date



Robert W. Lord

Date

Mark A. Malamud

Date

John D. Rinaldo, Jr.

[http://isf.intven.com/Shared Documents/Patents Filed-Active Drafts/Data Architecture-003/003_032
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12/6/07

Mark A. Malamud

Mark Malamud

Date

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Edward K.Y. Jung

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Royce A. Levien

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Robert W. Lord

Date

Mark A. Malamud

December 10, 2007

Date



John D. Rinaldo, Jr.

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