

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Hugh Svendsen	01/02/2008
Eugene M. Farrelly	01/02/2008
RECEIVING PARTY DATA	
Name:	Concert Technology Corporation
Street Address:	7011 Fayetteville Road, Suite 210
City:	Durham
State/Country:	NORTH CAROLINA
Postal Code:	27713
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11963050
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ATTORNEY DOCKET NUMBER:	P110/CT007
NAME OF SUBMITTER:	Stephen G. Sullivan
Total Attachments: 1 source=CT007_ExecutedAssignment#page1.tif	

OP \$40.00 11963050

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I/we, the undersigned, **Hugh Svendsen, Eugene M. Farrelly**, do hereby sell, assign, and transfer to: **Concert Technology Corporation**, a corporation existing under the laws of the state of Delaware, having a principal place of business at 7011 Fayetteville Road, Suite 210, Durham, NC 27713 ("Assignee"), its successors, assigns, and legal representatives, the entire right, title and interest for the United States and all foreign countries, in and to any and all improvements which are disclosed in the application for the United States Letters Patent,

___ which has been executed by the undersigned concurrently herewith,

which was filed on 12/21/2007 and assigned Serial No. 11/963,050,

and is entitled:

METHOD AND SYSTEM FOR GENERATING MEDIA RECOMMENDATIONS IN A DISTRIBUTED ENVIRONMENT BASED ON TAGGING PLAY HISTORY INFORMATION WITH LOCATION INFORMATION

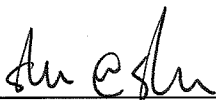
and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application; and

Agree that said Assignee may apply for and receive Letters Patent for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns and legal representatives; and

Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

And the Assignors hereby authorize and request the attorneys of Strategic Patent Group, P.C. and its agents to insert in the spaces provided above the title of the invention, filing date, application number, and attorney's docket number of said application when known.

Signed:



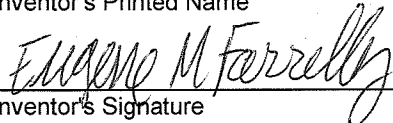
 Inventor's Signature

1/2/2008

 DATE

Hugh Svendsen

 Inventor's Printed Name



 Inventor's Signature

1-2-2008

 DATE

Eugene M. Farrelly

 Inventor's Printed Name