

Form: PTO-1595

**RECORDATION FORM COVER SHEET
PATENTS ONLY**

DOCKET NUMBER: 50W8649.01

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

<p>1. Name of conveying party(ies): Aviv Eyal</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. 1. Name and address of receiving party(ies)</p> <p>Name: _____</p> <p>Street Address: _____</p> <p>City: _____ Country: _____</p>
<p>3. Name of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger</p> <p><input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name</p> <p><input type="checkbox"/> Other</p> <p>Execution Date: <u>04/03/2008</u></p>	<p>2. Name and address of receiving party(ies)</p> <p>Name: <u>Crackle, Inc.</u></p> <p>Street Address: <u>475 Gate 5 Road, Suite 255</u></p> <p>City: <u>Sausalito</u> State: <u>CA</u> Zip: <u>94965</u></p> <p>Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>4. Application number(s) or patent number(s): If this document is being filed together with a new application, the execution date of the application is _____</p> <p>A. Patent Application No.(s): 11/811,857 Filed: 06/11/2007</p> <p>B. Patent No.(s)</p> <p>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	
<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: Mark D. Wieczorek</p> <p>Internal Address: Mayer & Williams PC</p> <p>Street Address: 251 North Avenue West, 2nd Floor</p> <p>City: Westfield</p> <p>State: New Jersey Zip: 07090</p>	<p>6. Total number of applications and patents involved: <input type="text" value="1"/></p> <p>7. Total fee (37 CFR 3.41) <u>\$40.00</u></p> <p><input type="checkbox"/> Enclosed</p> <p>8. Deposit account number: <u>50-1047</u></p> <p>(Attach duplicate copy of this page if paying by deposit account.)</p>
<p>DO NOT USE THIS SPACE</p>	
<p>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</p> <p><u>Danielle R. Lundy</u> Name of Person Signing</p> <p><i>Danielle R. Lundy</i> Signature</p> <p><u>4/19/08</u> Date</p> <p>Total number of pages including cover sheet, attachments, and documents: <input type="text" value="3"/></p>	

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments, Washington, D.C. 20231

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Docket No.: 50W8649.01

Assignment

Page 1 of 2

ASSIGNMENT

WHEREAS, I, as a below named inventor, am a sole inventor (if only one name is listed below) or a joint inventor (if plural names are listed below) of certain new and useful improvements in

SYSTEM AND METHOD FOR OBTAINING AND SHARING CONTENT ASSOCIATED WITH GEOGRAPHIC INFORMATION

for which application for Letters Patent of the United States of America was executed by me on the date indicated next to my name and address;

AND WHEREAS, Crackle, Inc., a Delaware corporation with offices at 475 Gate 5 Road, Suite 255, Sausalito, California 94965 (hereinafter referenced as ASSIGNEE) is desirous of acquiring all interest in, to and under said invention, said application disclosing the invention and in, to and under any Letters Patent or similar legal protection which may be granted therefor in the United States and in any and all foreign countries;

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, as a sole or joint inventor as indicated below, by these presents do hereby assign, sell and transfer unto the said ASSIGNEE, its successors, assigns, and legal representatives, the entire right, title and interest in the said invention, said application, including any divisions and continuations thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted for said invention, and in and to any and all priority rights and/or convention rights under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and to any other benefits accruing or to accrue to me with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, and I hereby authorize and request the Commissioner of Patents to issue the said United States Letters Patent to said ASSIGNEE, as the assignee of the whole right, title and interest thereto;

And I further agree to execute all necessary or desirable and lawful future documents, including assignments in favor of ASSIGNEE or its designee, as ASSIGNEE or its successors, assigns and legal representatives may from time-to-time present to me and without further remuneration, in order to perfect title in said invention, modifications, and improvements in said invention, applications and Letters Patent of the United States and countries foreign thereto;

And I further agree to properly execute and deliver and without further remuneration, such necessary or desirable and lawful papers for application for foreign patents, for filing subdivisions of said application for patent, and or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid invention, as the ASSIGNEE thereof shall hereafter require and prepare at its own expense;

And I further agree 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 in foreign countries as may be known and accessible to me and will testify as to the same in any interference or litigation related thereto;

PATENT**REEL: 020786 FRAME: 0588**

Docket No.: 50W8649.01

Assignment

Page 2 of 2

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

And I hereby authorize and request my attorney(s) of record in this application to insert the execution date, serial number and filing date of this application in the spaces that follow:
Serial Number: 11/811,857, Filing Date: 06/11/07.

This assignment is being executed on the date indicated below.

Dated: _____

4/3/08

Sig. _____


A. W. BYAL

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Mayer & Williams PC
Attorneys At Law

Fax

To: Assignment Division

From: Danielle R. Lundy, Patent Paralegal

Fax: 571-273-0140

Pages: 4, including cover

Phone:

Date: 4/9/2008

Re: 11/811,857

CC:

Urgent

For Review

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If you received this communication in error, please immediately notify us by a collect telephone call to the writer and return the original message and documents to us at the above address via the United States postal service.

Please see the attached Recordation Form Cover Sheet and Assignment in favor of Crackle, Inc.