

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Paul STAHURA	07/23/2008
Chris COWHERD	06/27/2008
RECEIVING PARTY DATA	
Name:	Demand Media, Inc.
Street Address:	1333 Second Street, Suite 100
City:	Santa Monica
State/Country:	CALIFORNIA
Postal Code:	90401
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12111912
CORRESPONDENCE DATA	
Fax Number:	(650)462-7851
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(650)328-8500
Email:	collettea@gtlaw.com
Correspondent Name:	John P. Ward
Address Line 1:	2450 Colorado Avenue, Suite 400E
Address Line 4:	Santa Monica, CALIFORNIA 90404
ATTORNEY DOCKET NUMBER:	104128-200301/US
NAME OF SUBMITTER:	John P. Ward
Total Attachments: 1 source=104128-200301US_Assignment#page1.tif	

CH \$40.00 12111912

500603907

PATENT  
REEL: 021296 FRAME: 0226

PATENT ASSIGNMENT

WHEREAS, I/We, Paul STAHURA, Chris COWHERD, hereinafter referred to as ASSIGNORS, whose post office address is set forth below, have invented and own a certain invention entitled:

**METHODS AND SYSTEMS TO FACILITATE KEYWORD BID ARBITRAGE WITH  
MULTIPLE ADVERTISEMENT PLACEMENT PROVIDERS**

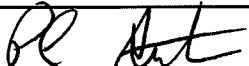
for which an application for a United States Patent was filed with the United States Patent and Trademark Office on April 29, 2008 and assigned Application Serial No. 12/111,912.

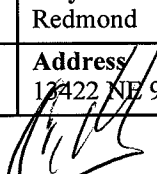
WHEREAS, Demand Media, Inc., a corporation organized and existing under the laws of the State of Delaware, and having its principal place of business at 1333 Second Street, Suite 100, Santa Monica, CA, 90401, US, is desirous of acquiring the entire interest in, to and under said invention and in, to and under Letters Patent or similar legal protection to be obtained therefore in the United States and in any and all foreign countries.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, We hereby sell, assign and transfer to ASSIGNEE for receipt of which is hereby acknowledged, the full and exclusive right, title and interest to said invention in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention by said application or any continuation, continuation-in-part, divisional, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted.

WE 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

WE FURTHER COVENANT 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 us and we will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

Full Name of Inventor	Family Name STAHURA	First Given Name Paul	Second Given Name
Residence & Citizenship	City Sammamish	State or Foreign Country Washington	Country of Citizenship United States
Post Office Address	Address 1720 205th Place NE	City Sammamish	State & Zip Code/Country WA 98074, United States
Signature of Inventor 1: 			Date: 07/23/08

Full Name of Inventor	Family Name COWHERD	First Given Name Chris	Second Given Name
Residence & Citizenship	City Redmond	State or Foreign Country Washington	Country of Citizenship United States
Post Office Address	Address 12422 NE 97th Street	City Redmond	State & Zip Code/Country WA 98052, United States
Signature of Inventor 2: 			Date: 27 June 2008