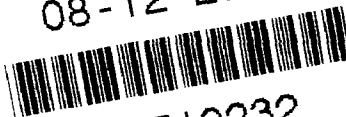


08-12-2008



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U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

REC

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Seth Haberman

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) August 1, 2008

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

Name: Visible World, Inc.

Internal Address: 6th Floor

Street Address: 527 West 34th Street

City: New York

State: New York

Country: U.S.A. Zip: 10001

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application or patent number(s):

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

12/062,498

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Gary A. Walpert

Internal Address: K&L Gates LLP

Street Address: 599 Lexington Avenue

City: New York

State: New York Zip: 10022-6030

Phone Number: (212) 536-3900

Fax Number: (212) 536-3901

Email Address: gary.walpert@klgates.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- ☐ Authorized to be charged by credit card
☒ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 080570

Authorized User Name Gary A. Walpert

9. Signature:

Signature

8/8/08
Date

Andrew L. Reibman

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 9450, Alexandria, VA 22304-9450

8/11/08

40.00

ASSIGNMENT

WHEREAS, I, Seth Haberman, residing at 1 West 85th Street, Apt. 7C, New York, NY 10024, USA, the "Assignor," is the inventor of certain new and useful inventions and discoveries, disclosed in a non-provisional patent application entitled "**System and Method for Modifying Commercials**" filed with the United States Patent and Trademark Office as U.S. Patent Application No. 12/062,498 on April 3, 2008, hereinafter, the "Application"; and

WHEREAS, Visible World, Inc., existing under the laws of the State of New York, having its principal office at 527 West 34th Street, 6th Floor, New York, NY 10001, and which, together with its successors and assigns, is hereinafter called "Assignee," is desirous of acquiring the title, rights, benefits, and privileges hereinafter recited;

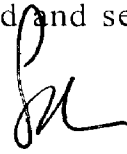
NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assign to Assignee all of Assignor's right, title and interest in the Invention, all improvements therein, the Application and all priority rights arising therefrom, and any patents, and any reissues and extensions thereof, which issue in any country upon any patent applications which correspond with any of the following: the Application; any application that claims priority from the Application (including utility applications, divisionals, continuations, continuations-in-part, international applications or any foreign regional or national applications), or any application based in whole or in part on any of the foregoing.

Assignor agrees that such Assignor and Assignor's heirs and legal representatives will, without further consideration, cooperate with Assignee in the prosecution of all of the above applications, execute, verify, acknowledge and deliver all such further papers, including applications for patents and for reissues and extensions therefor, and instruments of assignment and transfer thereof, and will communicate any facts known to Assignor relating to the Invention, to obtain or maintain or enforce patents for the Invention and improvements therein in any and all countries and to vest title thereto in Assignee. Assignor further agrees that such Assignor will, without further compensation to Assignor during the term of such Assignor's employment by Assignee and thereafter for reasonable

compensation as determined by Assignee, perform such other acts as may be reasonably required when requested by Assignee, including attending depositions, preparing and executing declarations and affidavits and testifying as a witness, to obtain or maintain or enforce patents for the Invention and improvements therein in any and all countries and to vest title thereto in Assignee.

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal this 1st day of August/2008 (Month/Year)

X



Seth Haberman

On this 1st day of August/2008 (Month/Year), Seth Haberman, personally known to me to be the same individual who executed the foregoing Assignment, acknowledged to me that execution of the same was of his/her own free will for the use and purposes therein set forth.

WITNESS:



Printed Name:

MARINA STEINBERG