

08-25-2008

FORM PTO-1595
(Rev. 06/93)
Office



U.S. Department of Commerce
Patent and Trademark

OMB No. 0651-0011 (Exp. 04/94)

103521221

Attorney Docket No.: MPS-00201

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Wink Technologies, Inc.

 Additional name(s) of conveying party(ies) attached.

2. Name and address of receiving party(ies):
Search Engine Technologies, LLC
5150 El Camino Real, Suite C20
Los Altos, CA 94022

 Additional name(s) and address(es) attached.

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other: _____

 Execution Date: August 14, 2008

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OPR/FINANCE

4. Application number(s) or patent number(s):
 This document is being filed together with a new application, the execution date of the application is:
 Patent Application Serial No.(s): 11/378,576 filed on March 17, 2006.
 Patent No.(s): .
 Additional numbers attached.

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

 Thomas B. Haverstock
HAVERSTOCK & OWENS LLP
162 North Wolfe Road
Sunnyvale, California 94086

6. Total number of applications and patents involved: 1.
 7. Total fee(s) [37 CFR §§ 1.21(h) and 3.41]:
 Check(s) in the amount of \$40.00 for the assignment recordation fee.
 8. Authorization to Charge Additional Fees:
 The Commissioner is hereby authorized to charge any additional fees or credit any overpayment associated with this communication and which may be required under 37 CFR §§ 1.21(h) and 3.41 to Deposit Account No. 08-1275.

9. 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.

 Dated: 8-19-08
 Signature: Thomas B. Haverstock
 Name: Thomas B. Haverstock
 Reg. No.: 32,571

Total number of pages including cover sheet, attachments and amendments: 00000042 11378576

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ASSIGNMENT

WHEREAS, Wink Technologies, Inc., a corporation of the State of Delaware located at 5150 El Camino Real #C20 Los Altos, California 94022, hereinafter referred to as "ASSIGNOR," has acquired title by previous assignment to the below-identified application for United States Letters Patent:

Title of Invention: SEARCH ENGINE THAT APPLIES FEEDBACK FROM USERS TO IMPROVE SEARCH RESULTS

Date of Execution: May 22, 2006 Filing Date: March 17, 2006 Serial No.: 11/378,756

WHEREAS, Search Engine Technologies, LLC, a limited liability California company located at 5150 El Camino Real, Suite C20, Los Altos California 94022, hereinafter referred to as "ASSIGNEE," is desirous of acquiring the entire right, title and interest in said invention and application and in any Letters Patent which may be granted on the same;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto said Assignee and Assignee's successors and assigns, all right, title and interest in and to said invention, said application for United States Letters Patent, and any Letters Patent which may hereafter be granted on the same in the United States and all countries throughout the world including any divisions, renewals, continuations in whole or in part, substitutions, conversions, reissues, prolongations or extensions thereof, said interest to be held and enjoyed by said Assignee as fully and exclusively as it would have been held and enjoyed by said Assignor had this assignment and transfer not been made, to the full end and term of any Letters Patent.

Assignor further agrees that it will, without charge to said Assignee, but at Assignee's expense, cooperate with Assignee in the prosecution of said application and/or applications, execute, verify, acknowledge and deliver all such further papers, including applications for Letters Patent and for the reissue thereof, and instruments of assignment and transfer thereof, and will perform such other acts as Assignee lawfully may request, to obtain or maintain Letters Patent for said invention and improvement in any and all countries, and to vest title thereto in said Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignor has hereunto signed its name to this assignment on the date indicated below.

WINK TECHNOLOGIES, INC.

Michael Tanne
Michael Tanne
Chief Executive Officer

Aug 14, 2008
Date

STATE OF California
COUNTY OF San Mateo

On August 14, 2008 Before me, Paulette Fernandez, a notary public, personally appeared Michael Tanne, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

SEAL

Paulette Fernandez
Signature of Notary Public

