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4. Application	number(s) or patent number(s):	This document is being filed together with a new application
A. Patent Application No.(s) 12/114,980		B. Patent No.(s)
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Name: Address:	Brian S. Rosenbloom Rothwell, Figg, Ernst & Manbeck	7. Total fee (37 CFR 3.41): \$ 40.00
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PATENT REEL: 021468 FRAME: 0495 Attorney Docket No. 2784-160

by

Rothwell, Figg, Ernst & Manbeck, P.C.

ASSIGNMENT BY INVENTOR(S) OF PATENT APPLICATION FOR THE UNITED STATES OF AMERICA

IN CONSIDERATION of good and valuable consideration paid to the undersigned inventor(s) (hereinafter ASSIGNOR(S))

Name: Trans World New York LLC

Address: 38 Corporate Circle

Albany, New York 12203

(hereinafter ASSIGNEE), the receipt and adequacy of which of which is hereby acknowledged, ASSIGNOR(S) hereby sell(s), assign(s) and transfer(s) to ASSIGNEE all of his/her right, title and interest in, to and under the invention and application entitled: SYSTEMS AND METHODS FOR ACQUIRING MEDIA ASSETS for which application for Letters Patent of the United States ASSIGNOR(S) is/are the sole or a joint inventor and which application is identified herein and/or is further identified as follows

U.S. Serial No. 12/114,980, Filing Date: May 5, 2008 (Rothwell, Figg, Ernst & Manbeck is hereby authorized to insert the series code, serial or application number and/or filing date hereon, when known)

and all Letters Patent of the United States to be obtained on said application or any continuation, division, renewal, substitute, reissue or reexamination thereof for the full term or terms for which the same may be granted, including all rights to recover damages for any and all past infringement; and

ASSIGNOR(S) agree(s) to execute all papers necessary in connection with said application and any continuing, divisional, reissue or reexamination applications thereof and to execute separate assignments in connection with such applications as ASSIGNEE may deem necessary.

ASSIGNOR(S) agree(s) to execute all papers necessary in connection with any interference, litigation, or other legal proceeding which may be declared concerning this application or any continuation, division, reissue, reexamination or extension thereof or Letters Patent, reissue patent or reexamination certificate issued thereon, and all rights connected therewith, and to cooperate with ASSIGNEE in every way possible in obtaining and producing evidence and proceeding with such interference, litigation, or other legal proceeding.

ASSIGNOR(S) covenant(s) that he/she has the full right to convey the entire interest herein assigned and has not executed, and will not execute, any agreement in conflict herewith.

ASSIGNOR(S) acknowledge(s) that ASSIGNEE may appoint any attorney or practitioner of ASSIGNEE's choice to prosecute any application or other legal proceeding involving said invention and ASSIGNOR(S) further acknowledge(s) that any attorney or practitioner so appointed by ASSIGNEE does not represent ASSIGNOR(S) and that such appointment by ASSIGNEE does not create any attorney-client relationship between ASSIGNOR(S) and any attorney or practitioner appointed by ASSIGNEE.

IN WITNESS WHEREOF, the undersigned ASSIGNOR	$R(S)$ has/have affixed his/her signature below. Date: $\frac{1}{20} \left \frac{100}{200} \right $
Typed Name: Gregory W. Marper	Date.
WITNESSES: (optional)	
Signature:	Date:
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