

## PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

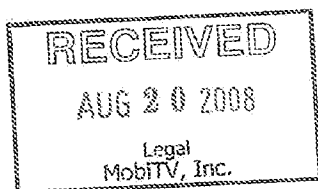
SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Kent Karlsson</td><td>08/27/2008</td></tr><tr><td>Gabriel Netterdag</td><td>08/10/2008</td></tr><tr><td>Martin Linderoth</td><td>08/12/2008</td></tr><tr><td>Ola Hallmarker</td><td>08/14/2008</td></tr></tbody></table>	Name	Execution Date	Kent Karlsson	08/27/2008	Gabriel Netterdag	08/10/2008	Martin Linderoth	08/12/2008	Ola Hallmarker	08/14/2008	
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Kent Karlsson	08/27/2008										
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Martin Linderoth	08/12/2008										
Ola Hallmarker	08/14/2008										
RECEIVING PARTY DATA											
Name:	MobiTV, Inc.										
Street Address:	6425 Christie Ave., 5th Floor										
City:	Emeryville										
State/Country:	CALIFORNIA										
Postal Code:	94608										
PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12101883</td></tr></tbody></table>	Property Type	Number	Application Number:	12101883							
Property Type	Number										
Application Number:	12101883										
CORRESPONDENCE DATA											
Fax Number:	(510)663-0920										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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Email:	thayden@wavsip.com										
Correspondent Name:	WEAVER AUSTIN VILLENEUVE & SAMPSON LLP										
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ATTORNEY DOCKET NUMBER:	MOBIP016/1730-1										
NAME OF SUBMITTER:	Godfrey Audrey Kwan										
Total Attachments: 2 source=MOBIP016_ExecutedAssignment#page1.tif											

CH \$40.00 12101883

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PATENT  
REEL: 021481 FRAME: 0989





## ASSIGNMENT OF PATENT APPLICATION

Whereas I, an undersigned inventor, have invented certain new and useful improvements as set forth in the patent application entitled:

### DYNAMIC ADVERTISEMENT STREAM REPLACEMENT


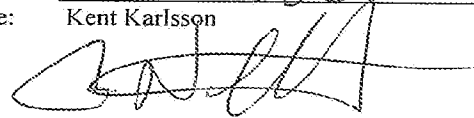
(Atty. Docket No. MOBIP016/1730-1), (check one)

- ☐ for which I have executed a U.S. patent application on even date herewith. (Accompanying)  
☒ which bears U.S. application No. 12/101,883. (Not accompanying)  
☐ which is a U.S. provisional application. (Accompanying)

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

- 1) Sell, assign and transfer to MobiTV, Inc., a Delaware corporation having a place of business at 6425 Christie Ave, 5<sup>th</sup> Floor, Emeryville, CA 94608 ("ASSIGNEE"), the entire right, title and interest in any and all improvements and inventions disclosed in, applications based upon, and patents granted upon (including foreign patents and the right to claim priority), the above-referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding upon the inventor, as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I have not entered and will not enter into any assignment, contract, or understanding that conflicts with this assignment.
- 6) Authorize and request my attorney/agent to insert above the application No. in order to assist with recordal of this assignment.

Signed on the date indicated beside my signature.

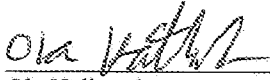
- 1) Signature:   
Typed Name: Kent Karlsson
- 2) Signature:   
Typed Name: Gabriel Netterdag

Date: 08/27/2008

Date: 2008-08-10

3) Signature:   
Typed Name: Martin Linderöth

Date: 2008-08-12

4) Signature:   
Typed Name: Ola Hällmarker

Date: 2008-08-14