PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
David Ross Lerman	09/11/2008
Troy William Young	09/11/2008
Matthew Allen Sanchez	09/10/2008

RECEIVING PARTY DATA

Name:	VideoEgg, Inc.
Street Address:	180 Townsend Street
Internal Address:	Third Floor
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94107

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12209062

OP $40.00 12209062

CORRESPONDENCE DATA

Fax Number: (775)336-6468
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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Email: TCASEY@SILVERSKYGROUP.COM
Correspondent Name: SILVERSKY GROUP LLC
Address Line 1: 5422 LONGLEY LANE , SUITE B
Address Line 4: RENO, NEVADA 89511

ATTORNEY DOCKET NUMBER:	300020-00014
NAME OF SUBMITTER:	Timothy D. Casey

Total Attachments: 2
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ASSIGNMENT OF PATENT RIGHTS

WE: 1. David Ross Lerman (ASSIGNOR)

2. Troy William Young (ASSIGNOR)

3. Matthew Allen Sanchez (ASSIGNOR)

For good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, do hereby sell and assign to **VideoEgg, Inc.** (ASSIGNEE), of **San Francisco, California**, its successors, assigns and legal representatives all our right, title, and interest, in and for the United States of America and the world, in and to the invention entitled:

Engagement-Based Compensation for Interactive Advertisement

Invented by us and described in the attached patent application;

and all United States Patents and Patents granted in other countries throughout the world which may be granted therefore and all divisions, reissues, continuations and extensions thereof, the said interest being the entire ownership of the said Patent when granted, to be held and enjoyed by said ASSIGNEE, its successors, assigns or other legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held and enjoyed by us if this assignment and sale had not been made;

and we hereby authorize and requires the Commissioner of Patents and Trademarks to issue said Patents to said Assignee.

Signed on

David Ross Lerman (INVENTOR) — 9-11-08 — Date

Troy William Young (INVENTOR) — 9-11-08. — Date

Matthew Allen Sanchez (INVENTOR) — Date

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and we hereby authorize and requires the Commissioner of Patents and Trademarks to issue said Patents to said Assignee.

Signed on

David Ross Lerman (INVENTOR)	Date
Troy William Young (INVENTOR)	Date
Matthew Allen Sanchez (INVENTOR)	Date 9/10/08