

PATENT ASSIGNMENT

Electronic Version v1.1
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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>David Ross Lerman</td><td>09/11/2008</td></tr><tr><td>Troy William Young</td><td>09/11/2008</td></tr><tr><td>Matthew Allen Sanchez</td><td>09/10/2008</td></tr></tbody></table>		Name	Execution Date	David Ross Lerman	09/11/2008	Troy William Young	09/11/2008	Matthew Allen Sanchez	09/10/2008
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									
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12209062</td></tr></tbody></table>		Property Type	Number	Application Number:	12209062				
Property Type	Number								
Application Number:	12209062								
CORRESPONDENCE DATA									
Fax Number:	(775)336-6468								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
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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 source=VideoEgg_300020-00014_Assignment#page1.tif									

OP \$40.00 12209062

500646183

PATENT
REEL: 021524 FRAME: 0025

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.

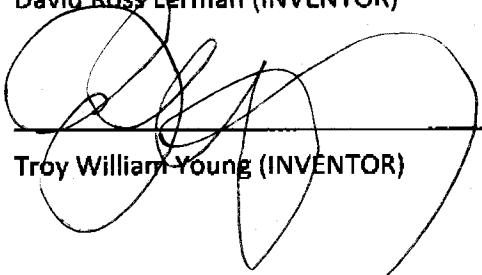
Signed on



David Ross Lerman (INVENTOR)

7-11-08

Date



Troy William Young (INVENTOR)

9-11-08.

Date

Matthew Allen Sanchez (INVENTOR)

Date

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Signed on

David Ross Lerman (INVENTOR)

Date

Troy William Young (INVENTOR)

Date

Matthew Allen Sanchez (INVENTOR)

Date

9/10/08