

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Richard Brindley</td> <td>09/11/2008</td> </tr> <tr> <td>Craig Allen Gooding</td> <td>09/11/2008</td> </tr> <tr> <td>Anna Kassoway</td> <td>09/11/2008</td> </tr> </tbody> </table>		Name	Execution Date	Richard Brindley	09/11/2008	Craig Allen Gooding	09/11/2008	Anna Kassoway	09/11/2008
Name	Execution Date								
Richard Brindley	09/11/2008								
Craig Allen Gooding	09/11/2008								
Anna Kassoway	09/11/2008								
RECEIVING PARTY DATA									
Name:	Vibrant Media, Inc.								
Street Address:	46a Rosebery Avenue								
Internal Address:	Gensurco House, 2nd Floor								
City:	London								
State/Country:	UNITED KINGDOM								
Postal Code:	EC1R 4RP								
PROPERTY NUMBERS Total: 1									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12233540</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12233540				
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Application Number:	12233540								
CORRESPONDENCE DATA									
Fax Number:	(650)938-5200								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	6503357297								
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Correspondent Name:	Jie Zhang								
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Address Line 2:	801 California Street								
Address Line 4:	Mountain View, CALIFORNIA 94041								
ATTORNEY DOCKET NUMBER:	24463-13820								
NAME OF SUBMITTER:	Jie Zhang								
Total Attachments: 2									

CH \$40.00 12233540

500652978

**PATENT
 REEL: 021559 FRAME: 0862**

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to Vibrant Media, Inc. a United Kingdom corporation, having a place of business at 46a Rosebery Avenue, Gensurco House, 2nd Floor, London, UK EC1R 4RP, ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled Intelligent Augmentation of Media Content ("APPLICATION"), which:

- was filed on September 18, 2008,
now bearing U.S. application number 12/233,540 and
- the APPLICATION which is a Continuation in Part of application number 11/779,254, filed on July 17, 2007 which is a Continuation of application number 10/645,313, filed on August 20, 2003.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c); and (e) all right of priority in the APPLICATION, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

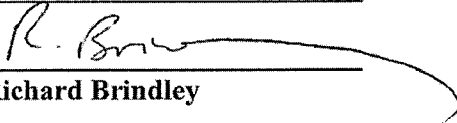
INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Title of Document: **ASSIGNMENT**

Re:
Title: Layered Augmentation for Web Content
Filed: (if applicable) Even Date Herewith
Application No.: (if applicable)

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature _____

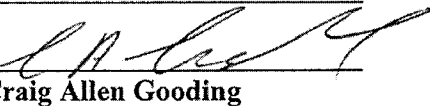


Richard Brindley

Date of Signature _____

11th September, 2008

Name and Signature _____

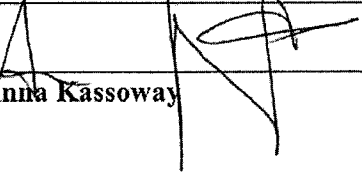


Craig Allen Gooding

Date of Signature _____

11th September, 2008

Name and Signature _____



Anna Kassoway

Date of Signature _____

11th September, 2008
