

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
erinMedia, LLC	11/10/2008

RECEIVING PARTY DATA

Name:	MAGGIO MEDIA RESEARCH, LLC
Street Address:	724 Second Avenue South
City:	St. Petersburg
State/Country:	FLORIDA
Postal Code:	33701

PROPERTY NUMBERS Total: 9

Property Type	Number
Application Number:	60176177
Application Number:	09759640
Application Number:	10020512
Application Number:	10282069
Application Number:	10162222
Application Number:	10241833
Application Number:	10241840
Application Number:	10241841
Application Number:	10241842

CORRESPONDENCE DATA

Fax Number: (443)458-0958

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 443-569-0770

Email: rprass@prassllp.com

Correspondent Name: Prass LLP

Address Line 1: 2661 Riva Road

PATENT

500699762

REEL: 021810 FRAME: 0600

OP \$360.00 60176177

Address Line 2:	Building 1000, Suite 1044
Address Line 4:	Annapolis, MARYLAND 21401

NAME OF SUBMITTER:	Ronald E. Prass, Jr.
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Total Attachments: 4 source=Assignment-of-Patents#page1.tif source=Assignment-of-Patents#page2.tif source=Assignment-of-Patents#page3.tif source=Assignment-of-Patents#page4.tif
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ASSIGNMENT

THIS ASSIGNMENT ("Assignment") is made as of the Effective Date identified herein, by and between erinMedia, LLC, a Florida limited liability company having a principal place of business at 724 2nd Avenue South, St. Petersburg, Florida 33701 ("Assignor"), and MAGGIO MEDIA RESEARCH, LLC, a Florida limited liability company having a principal place of business at 724 2nd Avenue South, St. Petersburg, Florida 33701 ("Assignee").

WHEREAS, Assignor desires to transfer and Assignee desires to obtain all of Assignor's right, title, and interest in and to certain intellectual property assets and associated goodwill of Assignor, as set forth herein; and

WHEREAS, Assignor is an owner of the patents and patent applications identified on **Schedule A** attached hereto, including the improvements and inventions disclosed therein (the "Patents"), which it desires to assign to Assignee; and

WHEREAS, Assignee desires to accept such assignment of the Patents, including the goodwill thereof;

NOW, THEREFORE, in consideration of the promises and mutual covenants contained in this Assignment and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignment of Patents. Assignor assigns, transfers, and conveys to Assignee, its successors, assigns, and legal representatives all of Assignor's right, title, and interest in and to the Patents, including any provisional rights therein, in and to the improvements and inventions disclosed in said Patents throughout the world, in and to any U.S., international, or foreign application or applications corresponding to said Patents or claiming said improvements and inventions, in whole or in part, and in and to all divisions, reexaminations, reissues, substitutions, continuations, continuations-in-part, and extensions thereof, including without limitation the right to file applications and to obtain patents, utility models, industrial models, and designs for said improvements and inventions in its own name throughout the world, all rights of priority under the terms of any applicable conventions, treaties, statutes, or regulations, all rights to publish cautionary notices reserving ownership of said inventions, all rights to register said inventions in appropriate registries, and all rights to sue for and seek remedies against past, present, and future infringements of any or all of the foregoing under the laws of any jurisdiction worldwide, free and clear of all liens, claims, security interests, and other encumbrances. Assignor authorizes and requests the Commissioner for Patents to issue all patents on said Patents or applications resulting therefrom in the United States of America to said Assignee, as assignee of Assignor's interest.

Assignor agrees that it will communicate to Assignee or its representatives any facts known to it respecting said improvements and inventions, and, at Assignee's expense, testify in any legal proceedings, sign all lawful papers, execute all divisional, continuing, reissue, and other applications, make all assignments and rightful oaths, and generally do everything possible to aid said Assignee, its successors and assigns, and nominees to obtain and enforce proper protection for said improvements and inventions

in all countries, and asserts that it will not execute any agreements inconsistent therewith.

2. Successors and Assigns. This Assignment shall inure to the benefit of and be binding on the successors and assigns of both parties.

[Signatures on the following page]

Effective as of the 30th day of April, 2008 (the "Effective Date").

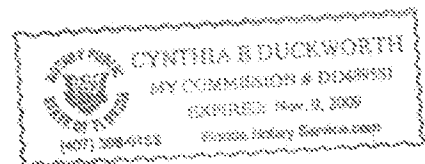
**ASSIGNOR
ERINMEDIA, LLC**

By: _____
Name: Frank S. Maggio
Title: Managing Director
Address: 724 Second Avenue South
St. Petersburg, Florida 33701

STATE OF FLORIDA
COUNTY OF PINELLAS

Before me, a Notary Public in and for the State and County identified above, personally appeared Frank S. Maggio, known by me to be the person above named and Managing Director of erinMedia, LLC, who is duly authorized to execute this Assignment on behalf of erinMedia, LLC and who signed and executed the foregoing instrument on behalf of erinMedia, LLC.

Notary Public: Cynthia B. Duckworth
My Commission expires: _____



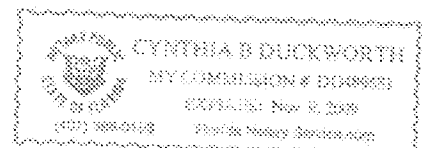
**ASSIGNEE
MAGGIO MEDIA RESEARCH, LLC**

By: _____
Name: Frank S. Maggio
Title: Managing Director
Address: 724 Second Avenue South
St. Petersburg, Florida 33701

STATE OF FLORIDA
COUNTY OF PINELLAS

Before me, a Notary Public in and for the State and County identified above, personally appeared Frank S. Maggio, known by me to be the person above named and Managing Director of Maggio Media Research, LLC, who is duly authorized to execute this Assignment on behalf of Maggio Media Research, LLC and who signed and executed the foregoing instrument on behalf of Maggio Media Research, LLC.

Notary Public: Cynthia B. Duckworth
My Commission expires: _____



Schedule A

Application Number	Filing Date	Patent Number	Issue Date	Title
60/176,177	13-Jan-2000	-----	-----	Market Research And Rating System
09/759,640	16-Jan-2001	7,139,723	21-Nov-2006	Privacy Compliant Multiple Dataset Correlation System
10/020,512	18-Dec-2001	7,146,329	05-Dec-2006	Privacy Compliant Multiple Dataset Correlation And Content Delivery System And Methods
10/282,069	29-Oct-2002	-----	-----	Content Reaction Display
10/162,222	05-Jun-2002	7,383,243	03-Jun-2008	System And Methods For Creating And Evaluating Content And Predicting Responses To Content
10/241,833	12-Sep-2002	7,302,419	27-Nov-2007	Dynamic Operator Identification System And Methods
10/241,840	12-Sep-2002	7,194,421	20-Mar-2007	Content Attribute Impact Invalidation Method
10/241,841	12-Sep-2002	7,236,941	26-Jun-2007	Event Invalidation Method
10/241,842	12-Sep-2002	7,197,472	27-Mar-2007	Market Data Acquisition System

PATENT**RECORDED: 11/10/2008****REEL: 021810 FRAME: 0605**