

# PATENT ASSIGNMENT

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NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Andreas Goeldi		02/09/2009
RECEIVING PARTY DATA		
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City:	Cambridge	
State/Country:	MASSACHUSETTS	
Postal Code:	02142	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	12353208	
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NAME OF SUBMITTER:	Matthew W. Hindman	
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## ASSIGNMENT

THIS ASSIGNMENT is by Andreas Goeldi (the "Assignor"), residing at 3 Linnaean Street, Apt. #41, Cambridge, Massachusetts 02138. I, the Assignor, have invented certain inventions (the "Inventions") described in a United States Patent Application entitled "WEBSITE NETWORK AND ADVERTISEMENT ANALYSIS USING ANALYTIC MEASUREMENT OF ONLINE SOCIAL MEDIA CONTENT " (the "Application") filed on January 13, 2009 as Application No. 12/353,208.

Buzzient, Inc., a Delaware corporation having a place of business at One Broadway, 14th Floor, Cambridge, Massachusetts 02142 ("Assignee"), desires to acquire the entire right, title and interest in and to the Inventions and the Application, and in and to any patents (collectively, "Patents") that may be granted for the Inventions in the United States or in any foreign countries.

For valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to: the Inventions, the Application, and any Patents; any divisions, continuations, and continuations-in-part of the Application and any other application claiming priority rights from the Application; any reissues, reexaminations, or extensions of any and all Patents; the right to file foreign applications directly in the name of Assignee; and the right to claim priority rights deriving from the Application (collectively, the "Rights"). Assignor warrants that Assignor is the sole owner of the Rights, and that the Rights are unencumbered. Assignor also agrees to not sign any writing or do any act conflicting with this assignment, and, without further compensation, sign all documents and do such additional acts as Assignee deems necessary or desirable to: perfect Assignee's enjoyment of the Rights; prepare and prosecute the Application or any other applications for Patents; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignor requests the Commissioner of Patents to issue any Patent of the United States that may be issued on the Invention(s) to Assignee.

Date: 09 Feb 2009

  
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Andreas Goeldi