

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>MICHAEL CRISTOFALO</td><td>07/07/2008</td></tr><tr><td>BRUCE J. ANDERSON</td><td>07/07/2008</td></tr><tr><td>DANIEL C. WILSON</td><td>07/16/2008</td></tr></tbody></table>		Name	Execution Date	MICHAEL CRISTOFALO	07/07/2008	BRUCE J. ANDERSON	07/07/2008	DANIEL C. WILSON	07/16/2008		
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RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>Invidi Technologies Corporation</td></tr><tr><td>Street Address:</td><td>750 College Road East, #175</td></tr><tr><td>City:</td><td>Princeton</td></tr><tr><td>State/Country:</td><td>NEW JERSEY</td></tr><tr><td>Postal Code:</td><td>08540-6617</td></tr></table>		Name:	Invidi Technologies Corporation	Street Address:	750 College Road East, #175	City:	Princeton	State/Country:	NEW JERSEY	Postal Code:	08540-6617
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CORRESPONDENCE DATA											
Fax Number: (720)562-5519 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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Email: PTOMail@mfbllaw.com											
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ATTORNEY DOCKET NUMBER:	50196-00044										
NAME OF SUBMITTER:	Kent A. Fischmann										
Total Attachments: 3 source=Assignment_04-17-09#page1.tif source=Assignment_04-17-09#page2.tif											

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PATENT
REEL: 022560 FRAME: 0546

**ASSIGNMENT
& APPOINTMENT OF COMMON REPRESENTATIVE**

WHEREAS, we, **MICHAEL CRISTOFALO**, of 11 South Woods Lane, Doylestown, Pennsylvania 18901, **BRUCE J. ANDERSON**, of 116 Davenport Drive, Chesterfield, New Jersey 08515, and **DANIEL C. WILSON**, of 402, 12331 Jasper Avenue NW, Edmonton, Alberta, Canada, T5N 3K6, have invented a certain new and useful invention entitled, "**INTELLIGENT TARGETING OF TAGS IN A BROADCAST NETWORK**," for which a patent application has been prepared and filed with the U.S. Patent & Trademark Office on **FEBRUARY 1, 2008**, receiving Serial No. **12/024,757**, and further identified as Attorney File No. **50196-00044**.

NOW THEREFORE, be it known that we together and each of us individually, for and in consideration of certain good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, at the request of the assignee do sell, assign and transfer unto said assignee, **INVIDI TECHNOLOGIES CORPORATION**, a Delaware corporation having a place of business at 750 College Road East, Suite 175, Princeton, New Jersey 08540-6617, its successors, legal representatives and assigns, the aforesaid application and all rights to claim priority directly or indirectly to the aforesaid application and all continuation, divisional, continuation-in-part and reissue applications, all patent applications that claim priority directly or indirectly to the aforesaid application, all patent applications in foreign countries, all applications pursuant to the Patent Cooperation Treaty and all applications for extension filed or to be filed for the invention(s), and all Letters Patent, Invention Registrations, Utility Models, Extensions or Reissues and other patent rights, obtained for the invention(s) in the United States or any other country; each of us also assigns any right, title or interest in and to the invention(s) that has not already been transferred to the assignee; each of us warrants that no assignment of the invention(s), application or patent therefore has been made to a party other than **INVIDI TECHNOLOGIES CORPORATION**; each of us warrants that there is no obligation to make any assignment of the invention(s), application, or any patent therefore to any party other than **INVIDI TECHNOLOGIES CORPORATION**; and each of us further agrees to cooperate with the assignee hereunder in the obtaining and sustaining of any and all such Letters Patent and in confirming assignee's exclusive ownership of the invention(s), but at the expense of said assignee.

The Commissioner for Patents is hereby authorized and requested to issue the Letters Patent solely in accordance with the terms of this Assignment to **INVIDI TECHNOLOGIES CORPORATION**, its successors, legal representatives and assigns, as the assignee of the entire right, title and interest therein.

Furthermore, we together and each individually hereby irrevocably appoint **INVIDI TECHNOLOGIES CORPORATION**, its successors, legal representatives and assigns, as common representative for any and all international patent applications filed pursuant to the Patent Cooperation Treaty, and all national phase applications derived therefrom, concerning the invention(s) or claiming priority from the aforesaid application.

IN WITNESS WHEREOF, the party hereto has executed this Assignment & Appointment of Common Representative as of the date indicated hereunder.

Date: 7/15/08

By: Michael Cristofalo
Michael Cristofalo

Date: 7/15/08

By: Bruce J. Anderson
Bruce J. Anderson

Date: _____

By: _____
Daniel C. Wilson

STATE OF New Jersey)
COUNTY OF Middlesex) ss.

Before me, a Notary Public in and for said County and State, personally appeared MICHAEL CRISTOFALO, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and considerations therein expressed.

Given under my hand and seal of office this 7 day of July, 2008.

My Commission Expires: 9.22.09 Notary Public: Danny Burrow

STATE OF New Jersey)
COUNTY OF Middlesex) ss.

Before me, a Notary Public in and for said County and State, personally appeared BRUCE J. ANDERSON, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and considerations therein expressed.

Given under my hand and seal of office this 7 day of July, 2008.

My Commission Expires: 9.22.09 Notary Public: Danny Burrow

STATE OF _____)
COUNTY OF _____) ss.

Before me, a Notary Public in and for said County and State, personally appeared DANIEL C. WILSON, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and considerations therein expressed.

Given under my hand and seal of office this ____ day of _____, 20__.

My Commission Expires: _____ Notary Public: _____

IN WITNESS WHEREOF, the party hereto has executed this Assignment & Appointment of Common Representative as of the date indicated hereunder.

Date: _____

By: _____
Michael Cristofalo

Date: _____

By: _____
Bruce J. Anderson

Date: July 16, 2008

By: [Signature]
Daniel C. Wilson

STATE OF _____)
) ss.
COUNTY OF _____)

Before me, a Notary Public in and for said County and State, personally appeared MICHAEL CRISTOFALO, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and considerations therein expressed.

Given under my hand and seal of office this ____ day of _____, 20__.

My Commission Expires: _____ Notary Public: _____

STATE OF _____)
) ss.
COUNTY OF _____)

Before me, a Notary Public in and for said County and State, personally appeared BRUCE J. ANDERSON, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and considerations therein expressed.

Given under my hand and seal of office this ____ day of _____, 20__.

My Commission Expires: _____ Notary Public: _____

STATE OF New Jersey)
) ss.
COUNTY OF Middlesex)

Before me, a Notary Public in and for said County and State, personally appeared DANIEL C. WILSON, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and considerations therein expressed.

Given under my hand and seal of office this 16 day of July, 2008.

My Commission Expires: 9.22.09 Notary Public: [Signature]