

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
dMarc Broadcasting, Inc.	01/11/2007
RECEIVING PARTY DATA	
Name:	Google Inc.
Street Address:	1600 Ampitheatre Parkway
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94043
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12326877
CORRESPONDENCE DATA	
Fax Number:	(877)769-7945
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(858) 678-5070
Email:	donovan@fr.com
Correspondent Name:	John-Paul Fryckman
Address Line 1:	FISH & RICHARDSON P.C.
Address Line 2:	P.O.BOX 1022
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022
ATTORNEY DOCKET NUMBER:	16113-1177002
NAME OF SUBMITTER:	Rich Donovan
<p>Total Attachments: 5</p> <p>source=Dmarc_to_Google#page1.tif</p> <p>source=Dmarc_to_Google#page2.tif</p> <p>source=Dmarc_to_Google#page3.tif</p>	

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, dMarc Broadcasting, Inc., a Delaware corporation, having a place of business at 537 Newport Center Drive, Suite 355, Newport Beach, CA 92660 ("ASSIGNOR"), has sold, assigned, and transferred and does hereby sell, assign, and transfer to Google Inc., a Delaware corporation, having a place of business at 1600 Amphitheatre Parkway, Building 41, Mountain View, CA 94043 ("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 following applications and Letters Patents ("PATENT RIGHTS"):

Country:	Patent Application Serial No.:	Title:	Fenwick Reference:	Google Reference:	Filing Date:
US	11/074,469	Dynamic Data Delivery Apparatus And Method For Same	24207-11453/US	GP-883-05-US	March 8, 2005
US	11/185,582	Dynamic Data Delivery Apparatus And Method For Same	24207-11454/US	GP-883-05-US-CON2	July 20, 2005
US	11/185,585	Dynamic Data Delivery Apparatus And Method For Same	24207-11455/US	GP-883-05-US-CON3	July 20, 2005
US	60/662,951	Broadcast Monitoring System And Method	24207-11457/US	GP-883-00-PR	March 17, 2005
US	60/686,535	System And Method For Media Play Optimization	24207-11458/US	GP-883-15-PR	June 1, 2005
US	60/571,668	Broadcast Monitoring System And Method	24207-11459/US	GP-883-16-PR	May 14, 2004
US	60/751,348	Broadcast And Radio Content Depot System And Method	24207-11460/US	GP-883-20-PR	December 15, 2005
US	60/551,673	Dynamic Data Delivery Apparatus And Method For Same	24207-11461/US	GP-883-05-PR	March 9, 2004
US	60/351,935	RF Delivery	24207-11462/US	GP-883-17-US	January 24, 2002
US	11/129,141	System And Method For Utilizing Dual Feedback Loops	24207-11466/US	GP-883-24-US	May 13, 2005
US	11/173,139	System And Method For Urgency Based Resource Distribution	24207-11467/US	GP-883-09-US	July 1, 2005
US	11/135,859	System And Method For Broadcast Target Advertising	24207-11470/US	GP-883-11-US	May 23, 2005
US	11/135,860	System And Method For Broadcast Tagging	24207-11471/US	GP-883-10-US	May 23, 2005
US	11/131,022	Broadcast Monitoring System And Method For Intelligent Optimization	24207-11472/US	GP-883-14-US	May 16, 2005
US	11/141,537	System And Method For Optimizing Media Play Transactions	24207-11473/US	GP-883-12-US	May 31, 2005

US	11/185,304	System And Method For Broadcast Target Advertising	24207-11474/US	GP-883-11-CON	July 20, 2005
US	10/086,193	Method And Apparatus Using Geographical Position To Provide Authenticated, Secure, Radio Frequency Communication Between A Gaming Host And A Remote Gaming Device	24207-11488/US	GP-883-22-US	February 27, 2002
US	10/898,011	Dynamic Creation, Selection, And Scheduling Of Radio Frequency Communications	24207-11492/US	GP-883-21-US	July 23, 2004
US	10/898,022	Dynamic Selection And Scheduling Of Radio Frequency Communications	24207-11493/US	GP-883-17-US	July 23, 2004
US	11/125,740	Broadcast Monitoring System And Method	24207-11494/US	GP-883-16-US	May 10, 2005
US	11/130,655	Dynamic Selection And Scheduling Of Radio Frequency Communications	24207-11495/US	GP-883-06-US	May 16, 2005
US	11/131,034	System And Method For Providing A Digital Watermark	24207-11496/US	GP-883-07-US	May 16, 2005
US	11/130,605	System And Method For Broadcast Play Verification	24207-11497/US	GP-883-08-US	May 16, 2005
US	11/131,033	System For Broadcast Play Verification And Method For Same	24207-11498/US	GP-883-13-US	May 16, 2005
US	11/137,655	Broadcast Monitoring System And Method	24207-11499/US	GP-883-16-CON	May 25, 2005
US	11/185,439	Method For Placing Advertisements In A Broadcast System	24207-11500/US	GP-883-16-CON2	July 20, 2005
US	11/185,395	Dynamic Data Delivery Apparatus And Method For Same	24207-11501/US	GP-883-5-US-CON4	July 20, 2005
US	11/173,042	Dynamic Data Delivery Apparatus And Method For Same	24207-11502/US	GP-883-05-US-CON	July 1, 2005
US	11/303,735	Management Console Providing An Interface For Featured Sets Of Digital Automation Systems	24207-11503/US	GP-883-19-US	December 15, 2005
US	11/304,243	System And Method For Purchasing Broadcasting Time	24207-11504/US	GP-883-00-US	December 15, 2005
US	11/305,891	Digital Media Management System And Method	24207-11505/US	GP-883-18-US	December 15, 2005

Country:	Letters Patent No.:	Title:	Fenwick Reference:	Google Reference:	Issue Date:
US	5,129,036	Broadcast Digital Sound Processing System	24207-11468/US	GP-883-03-US	July 7, 1992
US	5,303,326	Broadcast Digital Sound Processing System	24207-11469/US	GP-883-04-US	April 12, 1994

and;

2. The entire worldwide right, title, and interest in and to:

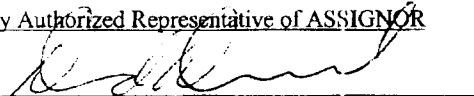
(a) the PATENT RIGHTS, including any right of priority; (b) any provisional, divisional, continuation, substitute, renewal, reissue, and other related applications thereto which have been or may be filed in the United States or elsewhere in the world; (c) any patents which may be granted on the applications set forth in (a) and (b) above; and (d) the right to sue in its own name and to recover for past infringement of any or all of any applications or patents issuing therefrom together with all rights to recover damages for infringement of provisional rights.

ASSIGNOR 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 of the above-identified patent applications and Letters Patents; 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 of the above-identified patent applications and Letters Patents and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. ASSIGNOR further agrees to provide any successor, transferee, assignee, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

ASSIGNOR represents that ASSIGNOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the ASSIGNOR has made or will make hereafter no assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

Duly Authorized Representative of ASSIGNOR

Date of Signature



David C. Drummond
President
dMarc Broadcasting, Inc.
537 Newport Center Drive, Suite 355
Newport Beach, CA 92660

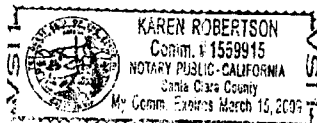
January 11, 2007

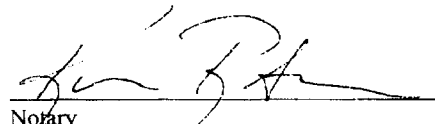
State of California
County of Santa Clara

On 1/11/2007 before me, Karen Robertson personally
[DATE] [NOTARY PUBLIC]

appeared **David C. Drummond** personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that [he/she] executed the same in [his/her] authorized capacity, and that by [his/her] signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

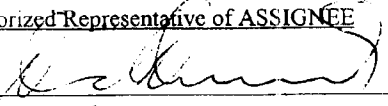




Notary

Duly Authorized Representative of ASSIGNEE

Date of Signature


David C. Drummond
Senior Vice President, Corporate Development
Google Inc.
1600 Amphitheatre Parkway, Building 41
Mountain View, CA 94043

January 11, 2007

State of California
County of Santa Clara

On 1/11/2007 before me, Karen Robertson personally
[DATE] [NOTARY PUBLIC]

appeared **David C. Drummond** personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that [he/she] executed the same in [his/her] authorized capacity, and that by [his/her] signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal




Notary