

PATENT ASSIGNMENT

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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>Zane Vella</td><td>05/20/2009</td></tr><tr><td>Brian Benitez</td><td>05/28/2009</td></tr><tr><td>Ole Lutjens</td><td>06/04/2009</td></tr><tr><td>Jeffrey Braun</td><td>05/21/2009</td></tr></tbody></table>		Name	Execution Date	Zane Vella	05/20/2009	Brian Benitez	05/28/2009	Ole Lutjens	06/04/2009	Jeffrey Braun	05/21/2009
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RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>MX Entertainment, Inc.</td></tr><tr><td>Street Address:</td><td>660 Alabama Street, 2nd Floor</td></tr><tr><td>City:</td><td>San Francisco</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>94110</td></tr></table>		Name:	MX Entertainment, Inc.	Street Address:	660 Alabama Street, 2nd Floor	City:	San Francisco	State/Country:	CALIFORNIA	Postal Code:	94110
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PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>10662370</td></tr></tbody></table>		Property Type	Number	Application Number:	10662370						
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Application Number:	10662370										
CORRESPONDENCE DATA											
Fax Number: (650)842-0304 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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ATTORNEY DOCKET NUMBER:	021572-000210US										
NAME OF SUBMITTER:	Megan A. Godsey for Charles J. Kulas										
Total Attachments: 6 source=021572-000210US-10662730-Executedassignment#page1.tif											

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred herein as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to MX Entertainment, Inc. a Delaware corporation, having a place of business at 660 Alabama Street, 2<sup>nd</sup> Floor, San Francisco, CA 94110, ("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 **ELECTRONIC MESSAGING SYNCHRONIZED TO MEDIA PRESENTATION** ("APPLICATION"), which:

- ☐ is to be filed herewith  
☒ was filed on July 18, 2003,  
now bearing U.S. serial number 10/662,370; and

2. The entire worldwide right, title, and interest in and to:  
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION;  
(c) all 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;  
(d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), (c) and (d) above; 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 assignments, oaths, powers of attorney, applications, and other papers (and/or documents) 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(s) 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.

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.

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Inc  
5/28/09

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Inc  
JS  
5-21-09

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PATENT

Title of Document: **ASSIGNMENT**

Re: VELLA et al.  
Title: ELECTRONIC MESSAGING SYNCHRONIZED TO MEDIA  
PRESENTATION  
Filed: (if applicable) July 18, 2003  
Atty. Docket No.: 021572-000210US  
Serial No.: (if applicable) 10/662,370

Name and Signature Zane Vella Date of Signature 12/9/03 Date Declaration Executed By This Person \_\_\_\_\_  
Zane Vella  
State of \_\_\_\_\_ ) S.S.  
County of \_\_\_\_\_ )

On \_\_\_\_\_ before me, \_\_\_\_\_ personally  
[DATE] [NOTARY PUBLIC]  
appeared Zane Vella 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

Name and Signature Brian Benitez Date of Signature 12/10/03 Date Declaration Executed By This Person \_\_\_\_\_  
Brian Benitez  
State of \_\_\_\_\_ ) S.S.  
County of \_\_\_\_\_ )

On \_\_\_\_\_ before me, \_\_\_\_\_ personally  
[DATE] [NOTARY PUBLIC]  
appeared Brian Benitez 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  
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Notary Seal

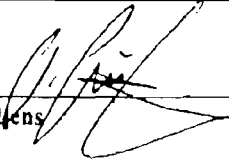
Notary

Name and Signature \_\_\_\_\_ Date of Signature \_\_\_\_\_ Date Declaration Executed By This Person \_\_\_\_\_

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Ole Lutiens

12/09/03

State of \_\_\_\_\_ } S.S.  
County of \_\_\_\_\_ }

On \_\_\_\_\_ before me, \_\_\_\_\_ personally  
[DATE] [NOTARY PUBLIC]

appeared Ole Lutiens 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

Name and Signature

Jeffrey Braun

Date of  
Signature

12-8-03

Date Declaration  
Executed By This Person

State of \_\_\_\_\_ } S.S.  
County of \_\_\_\_\_ }

On \_\_\_\_\_ before me, \_\_\_\_\_ personally  
[DATE] [NOTARY PUBLIC]

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me that [he/she] executed the same in [his/her] authorized capacity, and that by [his/her] signature on the  
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Notary Seal

Notary