

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MX Entertainment, Inc.	07/31/2009
RECEIVING PARTY DATA	
Name:	Hollinbeck Mgmt. GmbH, LLC
Street Address:	2711 Centerville Rd., Suite 400
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19808
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	10807863
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ATTORNEY DOCKET NUMBER:	KM2377.005A
NAME OF SUBMITTER:	Russell M. Jeide
Total Attachments: 4 source=KM2377 Executed Assignment Exhibit B#page1.tif source=KM2377 Executed Assignment Exhibit B#page2.tif source=KM2377 Executed Assignment Exhibit B#page3.tif source=KM2377 Executed Assignment Exhibit B#page4.tif	

OP \$40.00 10807863

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PATENT
REEL: 023073 FRAME: 0842

ASSIGNMENT OF PATENT RIGHTS

For good and valuable consideration, the receipt of which is hereby acknowledged, MX Entertainment, Inc., a Delaware corporation, with an office at 3435 Cesar Chavez, #224, San Francisco, CA 94110 ("**Assignor**"), does hereby sell, assign, transfer, and convey unto Hollinbeck Mgmt. GmbH, LLC, a Delaware limited liability company, having an address at 2711 Centerville Rd, Suite 400; Wilmington, DE 19808 ("**Assignee**"), or its designees, all right, title, and interest that exist today and may exist in the future in and to any and all of the following (collectively, the "**Patent Rights**"):

(a) the provisional patent applications, patent applications and patents listed in the table below (the "**Patents**");

<u>Patent or Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
10/603,357	US	6/25/2003	Audio waveform cueing for enhanced visualizations during audio playback Jeffrey Braun
10/622,370	US	7/18/2003	Electronic messaging synchronized to media presentation Zane Vella
10/636,507	US	8/6/2003	System for selecting video tracks during playback of a media production Jeffrey Braun
10/779,150	US	2/12/2004	DVD audio encoding using environmental audio tracks Jeffrey Braun
10/807,863	US	3/24/2004	System using multiple display screens for multiple video streams Jeffrey Braun
10/924,745	US	8/23/2004	System for fast angle changing in video playback devices Jeffrey Braun

<u>Patent or Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventor</u>
11/011,494	US	12/14/2004	Scene changing in video playback devices including device-generated transitions Jeffrey Braun
11/029,028	US	1/3/2005	System for holding a current track during playback of a multi-track media production Jeffrey Braun

(b) all patents and patent applications (i) to which any of the Patents directly or indirectly claims priority, (ii) for which any of the Patents directly or indirectly forms a basis for priority, and/or (iii) that were co-owned applications that incorporate by reference, or are incorporated by reference into, the Patents;

(c) all reissues, reexaminations, extensions, continuations, continuations in part, continuing prosecution applications, requests for continuing examinations, divisions, registrations of any item in any of the foregoing categories (a) and (b);

(d) all foreign patents, patent applications, and counterparts relating to any item in any of the foregoing categories (a) through (c), including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances;

(e) all items in any of the foregoing in categories (b) through (d), whether or not expressly listed as Patents below and whether or not claims in any of the foregoing have been rejected, withdrawn, cancelled, or the like;

(f) inventions, invention disclosures, and discoveries described in any of the Patents and/or any item in the foregoing categories (b) through (e) that (i) are included in any claim in the Patents and/or any item in the foregoing categories (b) through (e), (ii) are subject matter capable of being reduced to a patent claim in a reissue or reexamination proceedings brought on any of the Patents and/or any item in the foregoing categories (b) through (e), and/or (iii) could have been included as a claim in any of the Patents and/or any item in the foregoing categories (b) through (e);

(g) all rights to apply in any or all countries of the world for patents, certificates of invention, utility models, industrial design protections, design patent protections, or other governmental grants or issuances of any type related to any item in any of the foregoing categories (a) through (f), including, without limitation, under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement, or understanding;

CERTIFICATE OF ACKNOWLEDGMENT
California All-Purpose Acknowledgment

State of California
County of Contra Costa

On July 31, 2009 before me, Leslie N. Mortimer, Notary Public, personally appeared
Date Name of Officer

Jeffrey Brauer
Name of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/~~are~~ subscribed to the within instrument and acknowledged to me that he/~~she/they~~ executed the same in his/~~her/their~~ authorized capacity(ies), and that by his/~~her/their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Leslie N. Mortimer
Signature of Notary Public



Place Notary Seal Above

Description of Attached Document

Title or Type of Document: Assignment of Patent Rights
Document Date: 7/31/09 Number of Pages: 4
Signers(s) other than named above: N/A

IN WITNESS WHEREOF this Assignment of Patent Rights is executed at ORINDA, CA on JULY 31st 2009.

ASSIGNOR:

MX Entertainment, Inc.

By: [Signature]
Name: JEFFREY BRAUN
Title: CHAIRMAN
(Signature MUST be notarized)

STATE OF California)
) ss.
COUNTY OF Contra Costa

On July 31, 2009, before me, Leslie N. Mortimer,
Notary Public in and for said State, personally appeared Jeffrey Braun,
~~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.

WITNESS my hand and official seal.

Signature see attached CA (Seal)
acknowledgment