

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
The Elliot Gottfurcht Revocable Trust	08/05/2009
RECEIVING PARTY DATA	
Name:	EMG Technology, LLC
Street Address:	6351 Owensmouth Avenue, Suite 203
Internal Address:	c/o Martin Kavinsky
City:	Woodland Hills
State/Country:	CALIFORNIA
Postal Code:	91367
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	7194698
CORRESPONDENCE DATA	
Fax Number:	(310)203-0567
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	310-203-8080
Email:	patentdocket@jmbm.com
Correspondent Name:	Thomas C. Bacon
Address Line 1:	Jeffer Mangels Butler & Marmaro LLP
Address Line 2:	1900 Avenue of the Stars, 7th Floor
Address Line 4:	Los Angeles, CALIFORNIA 90067
ATTORNEY DOCKET NUMBER:	69961-0001
NAME OF SUBMITTER:	Thomas C. Bacon
Total Attachments: 1 source=Elliot Gottfurcht Trust to EMG Tech LLC (Patent No. 7194698)#page1.tif	

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PATENT
REEL: 023085 FRAME: 0471

ASSIGNMENT OF PATENT

WHEREAS, THE ELLIOT GOTTFURCHT REVOCABLE TRUST ("Assignor") is the owner of a fifty percent (50%) interest in U.S. Patent No. 7,194,698 issued March 20, 2007 entitled METHOD TO ADVERTISE AND SEARCH ON TELEVISION FOR WEB CONTENT USING A SIMPLIFIED INTERFACE;

WHEREAS, ASSIGNOR desires to assign its ownership interest in the foregoing patent to EMG TECHNOLOGY, LLC, a California limited liability company ("ASSIGNEE");

WHEREAS, the term "Patent" means (a) U.S. Patent No. 7,194,698 issued March 20, 2007 entitled METHOD TO ADVERTISE AND SEARCH ON TELEVISION FOR WEB CONTENT USING A SIMPLIFIED INTERFACE together with (b) any and all (i) continuations, continuations-in-part, divisional applications thereof claiming priority to any of such patent or patent applications, (ii) any reissues or re-examinations of the foregoing patent and any patents issuing from the foregoing patent applications, if any, and any reissues or re-examinations of such issuing patents, (iii) any foreign counterparts of the foregoing and (iv) any and all other rights related to the inventions described in the foregoing patent and/or improvements thereof including without priority rights, patent rights, mask works, industrial designs, copyrights and trade dress rights.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee, its assigns and successors in interest, all of his right, title, and interest in, to, and under the Patent, together with the right to sue for any past infringement and recover any and all damages and profits resulting therefrom, for the sole use and benefit of Assignee, its assigns and successors in interest, to the full end of the term for which the Patent is granted, as fully and entirely as the same would have been held by Assignor had this assignment not been made.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized representative this 5th day of August 2009.

THE ELLIOT GOTTFURCHT REVOCABLE
TRUST

By 

Elliot Gottfurcht, Trustee