

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT														
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT														
<b>CONVEYING PARTY DATA</b>															
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr><td>Michael Rabbitt</td><td>08/21/2009</td></tr> <tr><td>Olumide Adebayo</td><td>08/21/2009</td></tr> <tr><td>Kiran Thomas</td><td>08/21/2009</td></tr> <tr><td>James Yu</td><td>08/21/2009</td></tr> <tr><td>Andy Peter Schon</td><td>08/21/2009</td></tr> <tr><td>Jonathan Levine</td><td>08/21/2009</td></tr> </tbody> </table>		Name	Execution Date	Michael Rabbitt	08/21/2009	Olumide Adebayo	08/21/2009	Kiran Thomas	08/21/2009	James Yu	08/21/2009	Andy Peter Schon	08/21/2009	Jonathan Levine	08/21/2009
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<b>RECEIVING PARTY DATA</b>															
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20%;"><b>Name:</b></td><td>LinkShare Corporation</td></tr> <tr><td><b>Street Address:</b></td><td>215 Park Avenue South</td></tr> <tr><td><b>City:</b></td><td>NEW YORK</td></tr> <tr><td><b>State/Country:</b></td><td>NEW YORK</td></tr> <tr><td><b>Postal Code:</b></td><td>10003</td></tr> </table>		<b>Name:</b>	LinkShare Corporation	<b>Street Address:</b>	215 Park Avenue South	<b>City:</b>	NEW YORK	<b>State/Country:</b>	NEW YORK	<b>Postal Code:</b>	10003				
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<b>Street Address:</b>	215 Park Avenue South														
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<b>PROPERTY NUMBERS Total: 2</b>															
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<b>CORRESPONDENCE DATA</b>															
<p>Fax Number: (212)309-6001  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 212-309-6000        Email: grichardson@morganlewis.com        Correspondent Name: MORGAN LEWIS &amp; BOCKIUS LLP        Address Line 1: 101 Park Avenue        Address Line 4: NEW YORK, NEW YORK 10178</p>															
<b>ATTORNEY DOCKET NUMBER:</b>	056257-5030 US														

CH \$80.00 12412320

**500946712**

**PATENT**  
**REEL: 023150 FRAME: 0236**

NAME OF SUBMITTER:

Gisele Richardson

**Total Attachments: 4**

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## ASSIGNMENT

WHEREAS WE, the below named inventors, [hereinafter referred to as Assignors], have made an invention entitled:

### SYSTEMS AND METHODS FOR CUSTOMIZING AN ADVERTISEMENT

for which WE are the listed inventors for the application for United States Letters Patent identified below:

WHICH is identified by Morgan, Lewis & Bockius LLP Docket No.: 056257-5030 US;

WHICH claims priority to U.S. Provisional App. No. 61/039,668, filed March 26, 2008;

WHICH has been designated U.S. Patent Application No. 12/412,320, filed March 26, 2009;

WHEREAS LINKSHARE CORPORATION, whose mailing address is 215 Park Avenue South, New York, NY 10003, (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to the application of United States Letters Patent on this invention and the Letters Patent to be issued upon this application;

NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from Assignee is hereby acknowledged, WE, as Assignors, have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, OUR entire right, title, and interest in and to this invention, the above-identified provisional and non-provisional applications, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of such applications, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof; and WE hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent of this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, WE HEREBY covenant that WE have the full right to convey the interest assigned by this Assignment, and WE have not executed and will not execute any agreement in conflict with this Assignment;

AND, WE HEREBY further covenant and agree that WE will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to US respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all divisional, continuing, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns;

AND, WE HEREBY further covenant and agree that WE will assign, and hereby do assign, to Assignee, its lawful successors and assigns, OUR entire right, title, and interest in and to any and all patent applications, both United States and foreign, and all Letters Patent that may be granted thereon, that claim priority to this invention or to the above-identified provisional or non-provisional applications in any manner, such applications specifically including, but not limited to, divisionals, continuations, continuations-in-part, and all other provisional and non-provisional applications.

IN TESTIMONY WHEREOF, WE have hereunto set our hands.

County of: <u>New York</u>	First Assignor: Michael Rabbitt
State of: <u>New York</u>	SS
Subscribed and sworn to before me this <u>21<sup>st</sup></u> day of <u>August</u>	Address of First Assignor: 549 2nd Street, Apt. 2, Brooklyn, NY 11215
<u>Margaret E. Scriven</u> Notary Public	<u>Michael Rabbitt</u> First Assignor's Signature
<u>MARGARET E. SCRIVEN</u> Notary Public, State of New York No. 01506184/251 Qualified in New York County Commission Expires: <u>8/17/2012</u>	<u>8/21/09</u> Date
Names of additional inventors/assignors attached <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

County of: New York

Second Assignor: Olumide Adebayo

SS

State of: New York

Address of Second Assignor: 499 Woodlawn Avenue EXT, Bridgeport, CT 06606

Subscribed and sworn to before  
me this 21<sup>st</sup> day of

August  
Margaret E. Scriven  
Notary Public

2009  
**MARGARET E. SCRIVEN**  
Notary Public, State of New York  
No. 01SC6184751  
Qualified in New York County  
Commission Expires: 4/7/2012

[Signature]  
Second Assignor's Signature

8/21/09  
Date

County of: New York

Third Assignor: Kiran Thomas

SS

State of: New York

Address of Third Assignor: 700 Victory Blvd., 12A, Staten Island, NY 10301

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[Signature]  
Third Assignor's Signature

8/21/09  
Date

County of: New York

Fourth Assignor: James Yu

SS

State of: New York

Address of Fourth Assignor: 350 West 50th Street, Apt. 10F, New York, NY 10019

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[Signature]  
Fourth Assignor's Signature

8/21/09  
Date

County of: New York

Fifth Assignor: Andy Peter Schön

SS

State of: New York

Address of Fifth Assignor: 142 East 16th Street, Apt. 15G, New York, NY 10003-3517

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[Signature]  
Fifth Assignor's Signature

8/21/09  
Date

Names of additional inventors/assignors attached ☒ Yes ☐ No

County of: New York

Sixth Assignor: Jonathan Levine

SS

State of: New York

Address of Sixth Assignor: 41 River Terrace, Apt. 506, New York, NY 10282

Subscribed and sworn to before  
me this 21<sup>st</sup> day of

August, 2009.

Notary Public

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Notary Public, State of New York  
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Qualified in New York County  
Commission Expires: 4/7/2012

Sixth Assignor's Signature

8/21/09

Date

Names of additional inventors/assignors attached ☐ Yes ☒ No