

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Christopher M. Amidon	09/29/2009
Eugene M. Farrelly	09/29/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Eloy Technology
<b>Street Address:</b>	1000 North West Street, Suite 1200
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<b>State/Country:</b>	DELAWARE
<b>Postal Code:</b>	19801
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12569766
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<b>Total Attachments: 1</b> source=CT011US_ExeuctedASSIGNMENT#page1.tif	

OP \$40.00 12569766

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**PATENT**  
**REEL: 023300 FRAME: 0567**

# **ASSIGNMENT**

For good and valuable consideration, the receipt of which is hereby acknowledged, I/we, the undersigned, **Christopher M. Amidon, Eugene M. Farrelly**, do hereby sell, assign, and transfer to: **Eloy Technology**, a corporation existing under the laws of the state of Delaware, having a principal place of business at 1000 North West Street, Suite 1200, Wilmington, DE 19801 ("Assignee"), its successors, assigns, and legal representatives, the entire right, title and interest for the United States and all foreign countries, in and to any and all improvements which are disclosed in the application for the United States Letters Patent,

☒ which has been executed by the undersigned concurrently herewith,

☐ which was filed on \_\_\_\_\_ and assigned Serial No. \_\_\_\_\_,

and is entitled:

## **AUGMENTING MEDIA CONTENT IN A MEDIA SHARING GROUP**

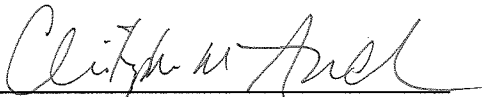
and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application; and

Agree that said Assignee may apply for and receive Letters Patent for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns and legal representatives; and

Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

And the Assignors hereby authorize and request the attorneys of Virtual Law Partners LLP and its agents to insert in the spaces provided above the title of the invention, filing date, application number, and attorney's docket number of said application when known.

Signed:



Inventor's Signature

9-29-2009  
DATE

**Christopher M. Amidon**

Inventor's Printed Name



Inventor's Signature

9-29-2009  
DATE

**Eugene M. Farrelly**

Inventor's Printed Name