

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Michael LeBlanc</td> <td>09/30/2009</td> </tr> <tr> <td>Jody Glidden</td> <td>09/30/2009</td> </tr> <tr> <td>David James Hudson</td> <td>09/30/2009</td> </tr> <tr> <td>Ian Brian Delong</td> <td>09/30/2009</td> </tr> <tr> <td>Silvio Verzilli</td> <td>09/30/2009</td> </tr> <tr> <td>Jacob Samuel O'Reilly</td> <td>09/30/2009</td> </tr> <tr> <td>Michael Derek Waugh</td> <td>10/08/2009</td> </tr> </tbody> </table>		Name	Execution Date	Michael LeBlanc	09/30/2009	Jody Glidden	09/30/2009	David James Hudson	09/30/2009	Ian Brian Delong	09/30/2009	Silvio Verzilli	09/30/2009	Jacob Samuel O'Reilly	09/30/2009	Michael Derek Waugh	10/08/2009
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Michael Derek Waugh	10/08/2009																
RECEIVING PARTY DATA																	
Name:	Chalk Media Service Corp.																
Street Address:	1071 Mainland Street, 2nd Floor																
City:	Vancouver																
State/Country:	CANADA																
Postal Code:	V6B 5P9																
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>12435247</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12435247												
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CORRESPONDENCE DATA																	
Fax Number:	(416)216-3930																
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																	
Phone:	416-216-3969																
Email:	nfarrugia@ogilvyrenault.com																
Correspondent Name:	Christopher Hunter																
Address Line 1:	200 Bay Street, Suite 3800																
Address Line 2:	Royal Bank Plaza, South Tower																
Address Line 4:	Toronto, CANADA M5J 2Z4																
ATTORNEY DOCKET NUMBER:	05200204-225US																

CH \$40.00 12435247

501001360

PATENT
REEL: 023442 FRAME: 0778

NAME OF SUBMITTER:

Christopher Hunter

Total Attachments: 10

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WORLDWIDE ASSIGNMENT

WHEREAS, I/WE, (hereinafter referred to as the "ASSIGNOR(S)"):

Michael LEBLANC, 23 - 527 Queen Street, Fredericton, New Brunswick, E3B 1B8

Jody GLIDDEN, 62459 - 20258 Island View Ct., Sterling, VA, USA 20165

David James HUDSON, 25803-527 Queen Street, Fredericton, New Brunswick, E3B 1B8

Ian Brian DELONG, 82320 - 527 Queen Street, Fredericton, New Brunswick, E3B 1B8

Silvio VERZILLI, 82320 - 527 Queen Street, Fredericton, New Brunswick, E3B 1B8

Jacob Samuel O'REILLY, 82320 - 527 Queen Street, Fredericton, New Brunswick, E3B1B8

Michael Derek WAUGH, 82320 - 527 Queen Street, Fredericton, New Brunswick, E3B 1B8

has/have invented **A SYSTEM AND METHOD FOR EMBEDDING INTERACTIVE COMPONENTS WITHIN MOBILE CONTENT** ("Invention") for which one or more applications for patent, design registration, utility model registration, or other form of protection, rights, or title have been or will be made in certain countries ("Applications"), as further described below:

United States, Application No. 12/435,247, filed on May 4, 2009

U.S. Provisional Application No. 61/051,138 filed on May 7, 2008

U.S. Provisional Application No. 61/051,084 filed on May 7, 2008

U.S. Provisional Application No. 61/057,954 filed on June 2, 2008

and further identified by **Docket No. 05200204-225US** and **RIM Reference No. 35061-US-PAT**

AND WHEREAS, **CHALK MEDIA SERVICE CORP.**, (hereinafter referred to as the "ASSIGNEE"), a company organized under the laws of the Province of New Brunswick, Canada, having a place of business at **1071 Mainland Street, 2nd Floor, Vancouver, British Columbia, V6B 5P9**, is desirous of acquiring the full and exclusive right, title and interest in and to said Invention, said Applications inclusive of all ancillary rights relating thereto, any and all priority rights derived from said Applications, and all patents, design registrations, utility model registrations and other forms of protection, rights and titles relating to said Invention, in any country or countries and in respect of the whole or any part or parts of or improvements to the Invention;

NOW THEREFORE, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR(S) does/do hereby confirm that ASSIGNOR(S) has/have transferred, conveyed and assigned, and by way of further assurance does/do hereby transfer, convey and assign, any and all of ASSIGNOR(S)'s respective rights, title and interest in and to: the Invention; the Applications; any further applications for patent, design registration, utility model registration or other forms of protection, rights or titles for the whole or any part or parts of or improvements to the Invention in any country or countries ("Further Applications") together with the right to file divisional applications, substitute applications and continuation applications of any one or more of the Applications and Further Applications ("Divisionals"); the right to obtain patents, design registrations, utility model registrations and all other forms of protection, rights and titles relating to the Invention; and the right to obtain any extensions / supplementary protection certificates ("Extensions"); together with the right to bring proceedings to recover damages and/or to obtain other remedies for acts committed in respect of one or more of the aforesaid Invention, Applications, Further Applications, Divisionals and Extensions, whether such acts are committed before or after the date of this Worldwide Assignment; with the intent that the Invention, Applications, Further Applications, Divisionals and Extensions are owned and enjoyed by ASSIGNEE absolutely to the full end of the term or terms for same.

ASSIGNOR(S) does/do hereby agree, upon request, to provide assistance and to execute any and all further documents which may be necessary or desirable to enable ASSIGNEE, and/or its successors and assigns (as applicable), to file, prosecute, bring proceedings and take other actions with respect to any and all of the Invention, Applications, Further Applications, Divisionals and Extensions, and any and all patents and registrations granted thereon and other forms of protection, rights and titles relating thereto, and ASSIGNOR(S) further agrees/agree to execute, upon request, any and all further documents which may be necessary or desirable to vest or perfect the title of ASSIGNEE therein.

ASSIGNOR(S) does/do hereby authorize ASSIGNEE or its patent agents or attorneys to insert, above, the jurisdictions, application numbers, filing dates and any other indicia identifying the Applications when such information is available for the purpose of recording this assignment.

ASSIGNOR(S) does/do hereby authorize and request The Commissioner of Patents or any equivalent authority to issue to ASSIGNEE each and every patent, registration and other form of protection, right, and title granted upon the Applications, Further Applications, Divisionals and Extensions.

THIS WORLDWIDE ASSIGNMENT shall inure to the benefit of ASSIGNEE and its successors and assigns, and shall be binding upon ASSIGNOR(S) and their successors and permitted assigns.

DELIVERY of this Worldwide Assignment by copy, however transmitted, constitutes valid and effective delivery. This Worldwide Assignment may be executed in one or more

counterparts, each of which when so executed and delivered shall be an original, and such counterparts shall together constitute one and the same instrument.

IN WITNESS WHEREOF, this Worldwide Assignment has been executed below by the undersigned:

Date: SEPT 30 / 2009



Michael LEBLANC
23-527 Queen Street
Fredericton, NB, E3B 1B8
CANADA


STATEMENT BY WITNESS

I, Alison Flint, whose full Post Office address is

148 University Ave Fredericton NB E3B 4H7
(Address of Witness)


hereby declare that I was personally present and did see the above named person, personally known to me to be a person named in the Worldwide Assignment, duly sign and execute same.

Date: Sept 30 / 2009


(Signature of Witness)

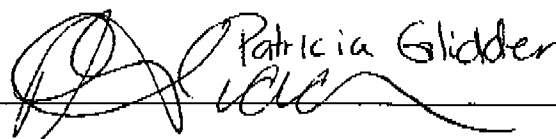
IN WITNESS WHEREOF, this Worldwide Assignment has been executed below by the undersigned:

Date: Sept 30, 09



Jody GLIDDEN
62459-20258 Island View Ct.
Sterling, VA 20165
USA

STATEMENT BY WITNESS

I,  Patricia Glidden, whose full Post Office address is
20258 Island View Ct, Sterling, VA, 20165
(Address of Witness)

hereby declare that I was personally present and did see the above named person, personally known to me to be a person named in the Worldwide Assignment, duly sign and execute same.

Date: 9/30/2009



(Signature of Witness)

IN WITNESS WHEREOF, this Worldwide Assignment has been executed below by the undersigned:

Date: Sept 30/09

David James HUDSON
David James HUDSON
25803-527 Queen Street
Fredericton, NB, E3B 1B8
CANADA

STATEMENT BY WITNESS

I, Alison Flint, whose full Post Office address is

148 University Ave, Fredericton, NB, E3B4H7
(Address of Witness)

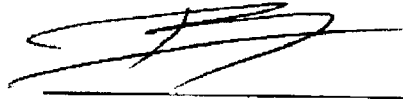
hereby declare that I was personally present and did see the above named person, personally known to me to be a person named in the Worldwide Assignment, duly sign and execute same.

Date: Sept 30/09

[Signature]
(Signature of Witness)

IN WITNESS WHEREOF, this Worldwide Assignment has been executed below by the undersigned:

Date: Sept 30th, 2009



Ian Brian DELONG
82320-527 Queen Street
Fredericton, NB, E3B 1B8
CANADA

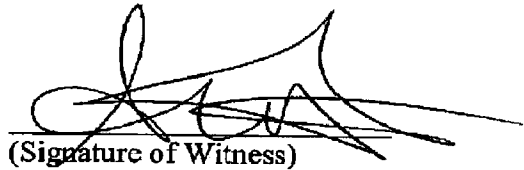
STATEMENT BY WITNESS

I, Alison Funt, whose full Post Office address is

118 University Ave. Fredericton, NB, E3B 4H7
(Address of Witness)

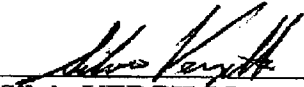
hereby declare that I was personally present and did see the above named person, personally known to me to be a person named in the Worldwide Assignment, duly sign and execute same.

Date: Sept 30/09


(Signature of Witness)

IN WITNESS WHEREOF, this Worldwide Assignment has been executed below by the undersigned:

Date: Sept 30, 2009



Silvio VERZILLI
82320-527 Queen Street
Fredericton, NB, E3B 1B8
CANADA


STATEMENT BY WITNESS

I, Alison Flint, whose full Post Office address is

198 University Ave, Fredericton, NB, E3B4H7
(Address of Witness)


hereby declare that I was personally present and did see the above named person, personally known to me to be a person named in the Worldwide Assignment, duly sign and execute same.

Date: Sept. 30/2009


(Signature of Witness)

IN WITNESS WHEREOF, this Worldwide Assignment has been executed below by the undersigned:

Date: Sep 30, 2009



Jacob Samuel O'REILLY
82320-527 Queen Street
Fredericton, NB, E3B 1B8
CANADA

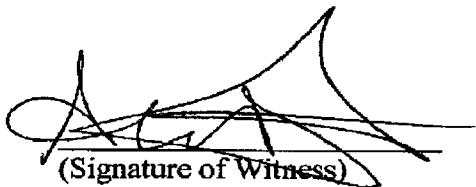
STATEMENT BY WITNESS

I, Alison Elint, whose full Post Office address is

148 University Ave. Fredericton, NB, E3B 4H7
(Address of Witness)

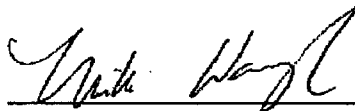
hereby declare that I was personally present and did see the above named person, personally known to me to be a person named in the Worldwide Assignment, duly sign and execute same.

Date: Sept. 30 / 2009


(Signature of Witness)

IN WITNESS WHEREOF, this Worldwide Assignment has been executed below by the undersigned:

Date: Oct 8, 2009




Michael Derek WAUGH
82320-527 Queen Street
Fredericton, NB, E3B 1B8
CANADA

STATEMENT BY WITNESS

I, Allison Flint, whose full Post Office address is
198 University Ave, Fredericton, NB E3B4H7
(Address of Witness)

hereby declare that I was personally present and did see the above named person, personally known to me to be a person named in the Worldwide Assignment, duly sign and execute same.

Date: Oct. 08. 2009



(Signature of Witness)