

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
<b>CONVEYING PARTY DATA</b>									
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Michael Naimark</td> <td>12/15/2009</td> </tr> <tr> <td>Stephen DeBerry</td> <td>12/15/2009</td> </tr> <tr> <td>Ignazio Moresco</td> <td>12/21/2009</td> </tr> </tbody> </table>		Name	Execution Date	Michael Naimark	12/15/2009	Stephen DeBerry	12/15/2009	Ignazio Moresco	12/21/2009
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Michael Naimark	12/15/2009								
Stephen DeBerry	12/15/2009								
Ignazio Moresco	12/21/2009								
<b>RECEIVING PARTY DATA</b>									
Name:	University of Southern California								
Street Address:	USC Stevens - Hughes Center Suite EEB 131								
Internal Address:	3740 McClintock Avenue								
City:	Los Angeles								
State/Country:	CALIFORNIA								
Postal Code:	90089-2561								
<b>PROPERTY NUMBERS Total: 1</b>									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12146312</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12146312				
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Application Number:	12146312								
<b>CORRESPONDENCE DATA</b>									
Fax Number:	(310)277-4730								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	310 788 1569								
Email:	jsbrown@mwe.com								
Correspondent Name:	Marc E. Brown								
Address Line 1:	McDermott Will & Emery LLP								
Address Line 2:	2049 Century Park East, Suite 3800								
Address Line 4:	Los Angeles, CALIFORNIA 90067								
ATTORNEY DOCKET NUMBER:	028080-0360								
NAME OF SUBMITTER:	Marc E. Brown								
Total Attachments: 4									

**CH \$40.00 12146312**

**501049004**

**PATENT  
 REEL: 023690 FRAME: 0662**

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**ASSIGNMENT**  
(Joint Inventors)

WHEREAS, Michael Naimark; Stephen DeBerry; and Ignazio Moresco, ("ASSIGNORS") have invented "SOURCE-BASED ALERT WHEN STREAMING MEDIA OF LIVE EVENT ON COMPUTER NETWORK IS OF CURRENT INTEREST AND RELATED FEEDBACK" ("Invention"), for which an application for patent ("Application") was filed on June 25, 2008, and assigned Application Serial No. 12/146,312; and which claims priority to Provisional Application Serial No. 60/946,061, entitled "HARDWARE-EMBEDDED ALERT AND FEEDBACK SYSTEM FOR ITEMS OF CURRENT INTEREST VIA A NETWORK," filed June 25, 2007;

WHEREAS, we are the joint inventors of the Invention;

WHEREAS, the University of Southern California, (ASSIGNEE) is a corporation organized and existing under the laws of California having a place of business at USC Stevens, Hughes Center Suite EEB 131, 3740 McClintock Avenue, Los Angeles, California 90089-2561;

WHEREAS, ASSIGNEE desires to acquire the entire right, title and interest in and to the Invention and Application and to all patents based on the Application;

NOW, THEREFORE, for valuable consideration, the receipt and legal sufficiency of which ASSIGNORS acknowledge, ASSIGNORS have and hereby do assign and transfer to ASSIGNEE, its successors and assigns, the entire right, title and interest in and to:


1. The Invention;
2. The Application;
3. All applications based on or claiming priority from the Application, including all divisionals and continuations ("Application Family");
4. All patents which may be granted on the Invention, Application and Application Family by the United States of America, its territories and possessions, and by all foreign countries, including all priority rights and all reissues thereof ("Patents"); and
5. The right to sue for past infringement of the Invention, Application, Application Family and Patents.

ASSIGNORS agree, at the request of ASSIGNEE, to sign any and all papers reasonably needed to file and prosecute the Application and Application Family, to obtain the Patents, and to perfect and vest in ASSIGNEE the entire right, title and interest in the Invention, Application, Application Family and Patents. ASSIGNORS also agree to provide assistance that is reasonably needed to prepare and prosecute the Application and Application Family.

ASSIGNORS authorize and empower ASSIGNEE, its successors and assigns, to apply for and obtain, in its own name, the Application, Application Family and Patents before competent International Authorities, including the World Intellectual Property Organization and

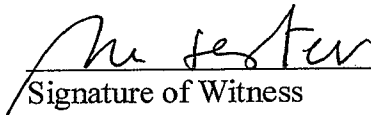
in any and all foreign countries in which applications for patents can be made or patents obtained.

Dated: DEC 15, 2009

  
Name: MICHAEL NAIMARK  
Address: 2728 Thomson Avenue, #609  
Long Island City, New York 11101

I certify that I am over the age of 18 and that the individual named above signed this document in my presence.

MARIE SESTER  
(Print) Name

  
Signature of Witness

15 DEC 09  
Date

2728 THOMSON AVE  
LONG ISLAND CITY  
NY 11101  
Witness Address (Print or Type)

Dated: \_\_\_\_\_, 2009

\_\_\_\_\_  
Name: STEPHEN DE BERRY  
Address: 931 Mouton Circle  
East Palo Alto, California 94303

I certify that I am over the age of 18 and that the individual named above signed this document in my presence.

\_\_\_\_\_  
(Print) Name

\_\_\_\_\_  
Signature of Witness

\_\_\_\_\_  
Date

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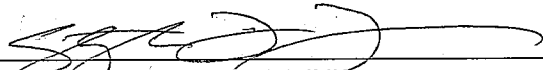
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(Print) Name

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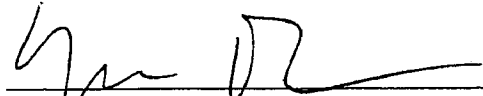
Jenelle Hawkins  
(Print) Name

Jenelle Hawkins  
Signature of Witness

12-15-09  
Date

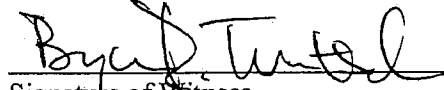
\_\_\_\_\_  
Witness Address (Print or Type)

Dated: 12/21, 2009

  
Name: IGNAZIO MORESCO  
Address: 629 Chestnut Street, #401  
San Francisco, California 93133

I certify that I am over the age of 18 and that the individual named above signed this document in my presence.

Bryan Trautsch  
(Print) Name

  
Signature of Witness

12/21/09  
Date

1219 Hayes St.  
San Francisco CA 94117

\_\_\_\_\_  
Witness Address (Print or Type)