PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Adam J. Weissman	01/28/2000
Gilad Israel Elbaz	01/28/2000

RECEIVING PARTY DATA

Name:	Oingo, Inc.	
Street Address:	1723 N. Crescent Heights Blvd.	
City:	Los Angeles	
State/Country:	CALIFORNIA	
Postal Code:	90069	

PROPERTY NUMBERS Total: 1

Property Type	Number	
Application Number:	12692362	

CORRESPONDENCE DATA

Fax Number: (877)769-7945

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (404) 892-5005
Email: lclark@fr.com
Correspondent Name: Leila R. Abdi

Address Line 1: FISH & RICHARDSON P.C.

Address Line 2: P.O.BOX 1022

Address Line 4: MINNEAPOLIS, MINNESOTA 55440-1022

ATTORNEY DOCKET NUMBER: 16113-1130002

NAME OF SUBMITTER: Lynette F. Clark

Total Attachments: 4

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PATENT REEL: 023962 FRAME: 0444

ASSIGNMENT OF APPLICATION

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned,

Adam J. Weissman

hereby sell, assign, and transfer to:

Oingo, Inc.

a corporation of <u>California</u>, having a principal place of business <u>1723 N. Crescent Heights Blvd.</u>, <u>Los Angeles, CA, 90069</u>, ("Assignee"),

and 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 that are disclosed in the application for the United States patent that has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and is entitled:

MEANING-BASED ADVERTISING AND DOCUMENT RELEVANCE DETERMINATION

and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other patent applications that 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 that 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;

agree that said Assignee may apply for and receive a patent or patents 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 assist said Assignee, its successors, assigns, or representatives 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.

PATENT REEL: 023962 FRAME: 0445

Each Inventor: Please <u>Sign and Date</u> Below:		Each Inventor: Please also list the date that you signed the accompanying DECLARATION AND POWER OF ATTORNEY:
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Date	Name:	Date
State of:	Assignment Document Res	turn Address:
County of:	} SS. Anand Sethuraman } 11221 Richland Avenue #3 Los Angeles, CA 90064 (310) 477-4840	306
On this day of	19, before ms,	
the undersigned Notary I personally known	Public, personally appeared to me [] proved to me on the basis of satisfact abscribed to the within instrument, and acknowledge	tory evidence to be the person(s) whose
Notary	's Signature	

ASSIGNMENT OF APPLICATION

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned,

Gilad Israel Elhaz

hereby sell, assign, and transfer to:

Oingo, Inc.

a corporation of <u>California</u>, having a principal place of business <u>1723 N. Crescent Heights Blvd.</u>, <u>Los Angeles, CA, 90069</u>, ("Assignee"),

and 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 that are disclosed in the application for the United States patent that has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and is entitled:

MEANING-BASED ADVERTISING AND DOCUMENT RELEVANCE DETERMINATION

and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other patent applications that 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 that 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;

agree that said Assignee may apply for and receive a patent or patents 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 assist said Assignee, its successors, assigns, or representatives 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

coverant 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.

PATENT REEL: 023962 FRAME: 0447

Date Name: Gilad Israel Elbaz Date Dat	Each Inventor: Please Sign and Date Below:		Each Inventor: Please also list the date that you signed the accompanying DECLARATION AND	
Date Name: Gilad Israel Elbaz Date		Me and Patt Dave;	POWER OF ATTORNEY:	
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Assignment Document Return Address: SS. Anand Sethuraman	Date	Name:		
SS. Anand Sethuraman 11221 Richland Avenue #306 Los Angeles, CA 90064 (310) 477-4840 In this day of 19, before me, we undersigned Notary Public, personally appeared personally known to me [necessary appeared]			1 And	
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RECORDED: 02/19/2010