

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Frank Sinton	02/22/2010
RECEIVING PARTY DATA	
Name:	Beachfront Media LLC
Street Address:	5415 Lake Howell Road, #242
City:	Winter Park
State/Country:	FLORIDA
Postal Code:	32792
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12710291
CORRESPONDENCE DATA	
Fax Number:	(650)712-0263
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	650-712-0340
Email:	npannoni@hmbay.com
Correspondent Name:	HAYNES BEFFEL & WOLFELD LLP
Address Line 1:	P O BOX 366
Address Line 2:	Ernest J. Beffel, Jr.
Address Line 4:	HALF MOON BAY, CALIFORNIA 94019
ATTORNEY DOCKET NUMBER:	MEFE 1001-2
NAME OF SUBMITTER:	Nicole Pannoni
Total Attachments: 2 source=00202433#page1.tif source=00202433#page2.tif	

OP \$40.00 12710291

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PATENT
REEL: 023972 FRAME: 0326

Atty Docket NO. MEFE 1001-2

**SOLE TO CORPORATE
ASSIGNMENT**

WHEREAS, the undersigned,

(1) Frank Sinton
15 Tomoka Cove Way
Ormond Beach, FL 32174

hereinafter termed "Inventor", has invented certain new and useful improvements in

AUTOMATED VIDEO-PREROLL METHOD AND DEVICE

have filed a patent application in the U.S. Patent and Trademark Office disclosing and identifying the above invention on _____ as **Application No.** _____, and have filed an international patent application disclosing and identifying the above invention on _____ as **Application No.** _____; OR are filing such an application herewith, and have executed an oath or declaration of inventorship for such application on:

(1) the 22 day of February, 2010;

(hereinafter termed "applications"); and

WHEREAS, **Beachfront Media LLC**, a corporation of FLORIDA, having a place of business at 5415 Lake Howell Road, #242, Winter Park, FL 32792 (hereinafter termed "Assignee"), is desirous of acquiring the entire right, title and interest in and to said application and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered by said Inventor (all collectively hereinafter termed "said invention"), and in and to any and all patents, inventor's certificates and other forms of protection (hereinafter termed "patents") thereon granted in the United States and foreign countries.

NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Inventor to have been received in full from said Assignee:

1. Said Inventor does hereby sell, assign, transfer and convey unto said Assignee the entire right, title and interest (a) in and to said applications and said invention; (b) in and to all rights to apply for foreign patents (including patent, utility model and industrial design) on said invention pursuant to the International Convention for the Protection of Industrial Property or otherwise, including the right to claim priority from the application; (c) in and to any and all applications filed and any and all patents granted on said invention in the United States or any foreign country, including each and every application filed and each and every patent granted on any application which is a divisional, substitution, continuation, or continuation-in-part of any of said applications; and (d) in and to each and every reissue or extensions of any of said patents.

Atty Docket NO. MEFE 1001-2

2. Said Inventor hereby covenants and agrees to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States and foreign countries. Such cooperation by said Inventor shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any of said applications; (c) for filing and prosecuting substitute, divisional, continuing or additional application covering said invention; (d) for filing and prosecuting application for reissuance of any said patents; (e) for interference or other priority proceedings involving said invention; and (f) for legal proceedings involving said invention and any application therefor and any patents granted thereon, including without limitation reissues and reexaminations, opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventor in providing such cooperation shall be paid for by said Assignee.

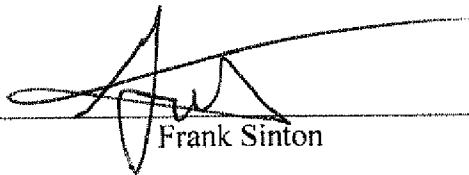
3. The terms and covenants of this assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventor, the inventor's respective heirs, legal representatives and assigns.

4. Said Inventor hereby warrants and represents that said inventor has not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

5. Said inventor hereby authorizes any of the following attorneys: Mark A. Haynes, Ernest J. Beffel, Jr., Warren S. Wolfeld, James F. Hann, Kenta Suzue, and Bill Kennedy to (a) insert the date of execution of the oath or declaration of inventorship, and (b) insert the application number and filing date of this application when known.

IN WITNESS WHEREOF, said Inventor has executed and delivered this instrument to said Assignee as of the date written below.

Dated: Feb 22, 2010


Frank Sinton