

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Tyler Kohn</td> <td>04/01/2010</td> </tr> <tr> <td>David Selinger</td> <td>03/29/2010</td> </tr> <tr> <td>Michael DeCoursey</td> <td>03/29/2010</td> </tr> </tbody> </table>		Name	Execution Date	Tyler Kohn	04/01/2010	David Selinger	03/29/2010	Michael DeCoursey	03/29/2010				
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>RichRelevance, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>275 Battery Street</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 1150</td> </tr> <tr> <td>City:</td> <td>San Francisco</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94111</td> </tr> </table>		Name:	RichRelevance, Inc.	Street Address:	275 Battery Street	Internal Address:	Suite 1150	City:	San Francisco	State/Country:	CALIFORNIA	Postal Code:	94111
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CORRESPONDENCE DATA													
Fax Number: (206)682-6031 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 2066224900 Email: daniel.d@seedip.com Correspondent Name: Seed IP Law Group Address Line 1: 701 Fifth Avenue Address Line 2: Suite 5400 Address Line 4: Seattle, WASHINGTON 98104													
ATTORNEY DOCKET NUMBER:	800054.403												
NAME OF SUBMITTER:	James A. D. White												
Total Attachments: 2													

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ASSIGNMENT

WHEREAS, we, Tyler Kohn, David Selinger, and Michael DeCoursey (hereinafter referred to as ASSIGNORS), respectively, are the joint inventors of an invention entitled "SYSTEM AND METHOD FOR PROVIDING TARGETED CONTENT," as described and claimed in the specification for which an application for United States letters patent was filed on June 26, 2007, and assigned Application No. 11/823,260;

WHEREAS, RichRelevance, Inc., (hereinafter referred to as ASSIGNEE), a corporation of the State of Delaware having a place of business at 275 Battery Street, Suite 1150, San Francisco, California 94111, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions including any extensions or adjustments in term thereof and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

This assignment is made effective as of June 26, 2007.

Full Name of Joint Inventor <i>Michael James DeGarey</i>	Post Office Address <i>1915 Bishop Rd</i>
Citizenship <i>US</i>	Residence (city, and either state or foreign country, MPEP §605.02) <i>Belmont, CA</i>
Date <i>3/29/10</i>	Signature <i>[Signature]</i>
Witness Name <i>William E. Grouney, Jr.</i>	Witness Signature (not required for recordal) <i>[Signature]</i>

Full Name of Joint Inventor <i>David Selinger</i>	Post Office Address <i>18734 Mount Lassen Drive</i>
Citizenship <i>US</i>	Residence (city, and either state or foreign country, MPEP §605.02) <i>Castro Valley, CA</i>
Date <i>3/29/10</i>	Signature <i>[Signature]</i>
Witness Name <i>Jamie Ross</i>	Witness Signature (not required for recordal) <i>[Signature]</i>

Full Name of Joint Inventor <i>Tyler Kohn</i>	Post Office Address <i>416 Lombard St.</i>
Citizenship <i>US</i>	Residence (city, and either state or foreign country, MPEP §605.02) <i>San Francisco, CA 94133</i>
Date <i>4/1/10</i>	Signature <i>[Signature]</i>
Witness Name <i>William E. Grouney, Jr.</i>	Witness Signature (not required for recordal) <i>[Signature]</i>