

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Joseph L. Spears	06/08/2010
Jeffrey D. Brandstetter	06/08/2010
RECEIVING PARTY DATA	
Name:	IndiePlaya, Inc.
Street Address:	1900 South Norfolk Street
City:	San Mateo
State/Country:	CALIFORNIA
Postal Code:	94403
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29360612
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ATTORNEY DOCKET NUMBER:	12810-010-999
NAME OF SUBMITTER:	Brett A Lovejoy
Total Attachments: 1 source=Assignment_12810-010-999#page1.tif	

CH \$40.00 29360612

ASSIGNMENT

WHEREAS, WE, Joseph L. Spears and Jeffrey D. Brandstetter, ASSIGNORS, citizens of the United States, respectively residing at 1640 E Street, Hayward, California 94541 and 54 Miraloma Drive, San Francisco, California 94127, are the inventors of the invention in COMPUTER GENERATED IMAGES FOR DISPLAY PANEL OR SCREEN for which we have executed an application for a Patent of the United States

- which is identified by Jones Day docket no. 12810-010-999
- which was filed on April 28, 2010, Application No. 29/360,612

and WHEREAS, IndiePlaya, Inc., a corporation existing under the laws of Delaware, and having an office for transaction of business at 1900 South Norfolk Street, Suite 350, San Mateo, California 94403, ASSIGNEE, is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof:

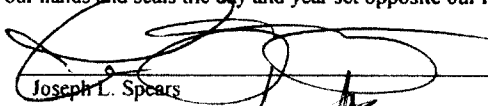
AND WE HEREBY authorize and request the Commissioner for Patents and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

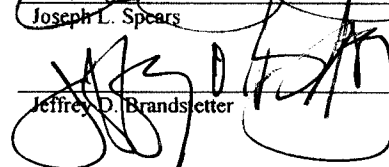
IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date June 8, 2010



Joseph L. Spears L.S.

Date June 8, 2010



Jeffrey D. Brandstetter L.S.