

PATENT ASSIGNMENT

Electronic Version v1.1

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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>Rene Waksberg</td> <td>06/28/2010</td> </tr> <tr> <td>Donny Hsu</td> <td>06/28/2010</td> </tr> <tr> <td>Patrick Bradley</td> <td>06/29/2010</td> </tr> </tbody> </table>		Name	Execution Date	Rene Waksberg	06/28/2010	Donny Hsu	06/28/2010	Patrick Bradley	06/29/2010		
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Expedia, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>333 - 108th Avenue, N.E.</td> </tr> <tr> <td>City:</td> <td>Bellevue</td> </tr> <tr> <td>State/Country:</td> <td>WASHINGTON</td> </tr> <tr> <td>Postal Code:</td> <td>98004</td> </tr> </table>		Name:	Expedia, Inc.	Street Address:	333 - 108th Avenue, N.E.	City:	Bellevue	State/Country:	WASHINGTON	Postal Code:	98004
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CORRESPONDENCE DATA											
<p>Fax Number: (949)760-9502</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 9517819231</p> <p>Email: efiling@kmob.com</p> <p>Correspondent Name: Knobbe Martens Olson & Bear, LLP</p> <p>Address Line 1: 2040 Main Street</p> <p>Address Line 2: 14th Floor</p> <p>Address Line 4: Irvine, CALIFORNIA 92614</p>											
ATTORNEY DOCKET NUMBER:	EXIN.058A										
NAME OF SUBMITTER:	Maria Anderson										
<p>Total Attachments: 2</p> <p>source=Executed Assignment-EXIN.058A#page1.tif</p>											

OP \$40.00 12779902

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PATENT
REEL: 024639 FRAME: 0138

ASSIGNMENT

WHEREAS, Rene Waksberg, a Canadian citizen, residing at 502-100 Rheaume, Verdun, QC, Canada; Donny Hsu, a Canadian citizen, residing at 1625 Clark, #301, Montreal, QC, Canada; Patrick Bradley, a Canadian citizen, residing at 17 des Martinets, St-Basile-le-Grand, QC, Canada; (individuals hereinafter "ASSIGNOR") invented certain new and useful improvements, technology, inventions, developments, ideas or discoveries related to SYSTEMS AND METHODS FOR AUTOMATED CONTENT GENERATION (collectively hereinafter referred to as the "Work") for which an application for Letters Patent in the United States has been prepared for filing (identified above) with the United States Patent and Trademark Office (hereinafter the "Application");

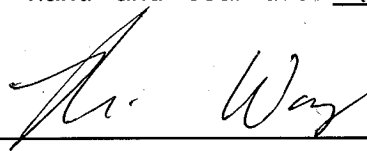
AND WHEREAS, Expedia, Inc., a Washington Corporation, with its principal place of business at 333 - 108th Avenue, N.E., Bellevue, Washington 98004 (hereinafter the "ASSIGNEE"), desires to acquire the entire right, title, and interest in and to the Application and the Work:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby acknowledges that ASSIGNOR has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in the Application and the Work, including all provisional applications relating thereto, and all non-provisional applications claiming priority thereto, including, all divisions, continuations, continuations-in-part, reissues, and reexaminations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and any related Letters Patent which may hereafter be granted or filed in any country or countries foreign to the United States, all extensions, renewals and reissues thereof; and ASSIGNOR hereby authorizes and requests the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all related Letters Patent to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND ASSIGNOR DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patent before or after issuance.

AND ASSIGNOR DOES HEREBY covenant and agree that ASSIGNOR will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Work, and testify in any legal proceeding, assist in the preparation of any other provisional or non-provisional applications relating to the Application and the Work or any improvements made thereto, sign all lawful papers, execute and make all rightful oaths and/or declarations in connection with the Application and the Work including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Work in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 28th day of
JUNE, 2010.



Rene Waksberg

Witnessed by: 

Date: June 28th 2010

Witnessed by: 

Date: June 28th, 2010

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 28th day of
June, 2010.



Donnie Hsu

Witnessed by: 

Date: June 28th 2010


Witnessed by: 

Date: June 28th, 2010

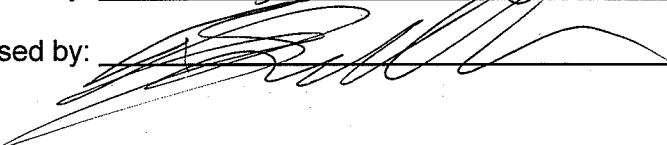
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 29 day of
June, 2010.



Patrick Bradley

Witnessed by: 

Date: June 29, 2010

Witnessed by: 

Date: June 29/2010