

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Mappick Technologies, LLC	07/15/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Dense Media, Inc., a California Corporation
<b>Street Address:</b>	333 N. Beverly Drive, Suite 111
<b>City:</b>	Beverly Hills
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90212
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Patent Number:	7711478
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(401)273-4447
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	401-273-4446
<b>Email:</b>	clc@barjos.com
<b>Correspondent Name:</b>	Carrie Coyne-Barlow, Josephs & Holmes
<b>Address Line 1:</b>	101 Dyer Street, 5th Floor
<b>Address Line 4:</b>	Providence, RHODE ISLAND 02903
<b>ATTORNEY DOCKET NUMBER:</b>	M053 P01233-US
<b>NAME OF SUBMITTER:</b>	Carrie Coyne
<b>Total Attachments: 1</b> source=P01233-US_Assignment#page1.tif	

OP \$40.00 7711478

## ASSIGNMENT

WHEREAS, Mappick Technologies, LLC, a California Limited Liability Company, having its principal place of business at 344 El Camino Drive, Beverly Hills, CA 90212 (hereinafter ASSIGNOR), is the owner of all right, title and interest in and to U.S. Letters Patent No. 7711478 issued May 4, 2010 for "NAVIGATION SYSTEM AND METHOD" (hereinafter the "Patent Rights") and

WHEREAS, Dense Media, Inc., a California Corporation of having its principal place of business at 333 N. Beverly Drive, Suite 111, Beverly Hills, CA 90212 (hereinafter ASSIGNEE), is desirous of acquiring the entire right, title and interest in, to and under the Patent Rights and the invention covered thereby;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid by ASSIGNEE, the receipt of which is hereby acknowledged, and other good and valuable consideration, ASSIGNOR has sold, assigned, transferred and set over, and does hereby sell, assign, transfer and set over to ASSIGNEE, the Patent Rights, and any reissue or reissues of the Patent Rights already granted as fully and entirely as the same would have been held and enjoyed by ASSIGNOR if this assignment and sale had not been made; together with all claims for damages by reason of past infringement of the Patent Rights, with the right to sue for, and collect the same for its own use and behoof, and for the use and behoof of its successors, assigns or other legal representatives.

And ASSIGNOR further covenants and agrees that it will communicate to ASSIGNEE, its successors, assigns or other legal representatives, any facts known to it respecting the Patent Rights, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid ASSIGNEE, its successors, assigns or other legal representatives to obtain and enforce proper patent protection for said Patent Rights.

And ASSIGNOR hereby covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreement in conflict herewith.

Dated: July 15, 2010

  
By: Adrian Gluck  
Title: Executive Vice President  
Mappick Technologies, LLC