

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Karthik K. Lakshminarayanan	07/13/2010
Aditya R. Ganjam	07/06/2010
Ion Stoica	07/05/2010
Hui Zhang	07/05/2010
RECEIVING PARTY DATA	
Name:	Conviva Inc.
Street Address:	2 Waters Park Drive
Internal Address:	Suite 150
City:	San Mateo
State/Country:	CALIFORNIA
Postal Code:	94403
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12780790
CORRESPONDENCE DATA	
Fax Number:	(408)973-2595
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	408-973-2585
Email:	vpula@ip-patent.com
Correspondent Name:	VAN PELT, YI & JAMES LLP
Address Line 1:	10050 N. FOOTHILL BLVD #200
Address Line 4:	CUPERTINO, CALIFORNIA 95014
ATTORNEY DOCKET NUMBER:	RINEP017
NAME OF SUBMITTER:	Robyn Wagner

CH \$40.00 12780790

Total Attachments: 1

source=RINEP017 Executed Assignment#page1.tif

ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:



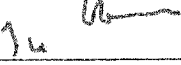
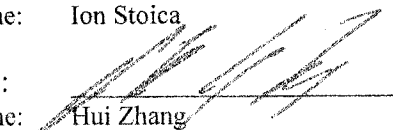
DETECTING PROBLEMS IN CONTENT DISTRIBUTION

for which I (we) have executed an application for a United States Letters Patent which was filed in the U.S. Patent and Trademark Office on May 14, 2010, and which bears the Application No. 12/780,790, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known;

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/We the undersigned inventor(s) hereby:

- 1) Sell(s), assign(s) and transfer(s) to Conviva Inc., a Delaware corporation having a place of business at 2 Waters Park Drive, Suite 150, San Mateo, CA 94403, (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) (including foreign applications) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application and/or in any provisional application to which the above referenced application claims priority.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

- | | | |
|----|---|----------------------------|
| 1) | Signature: <u></u> | Date: <u>July 13, 2010</u> |
| | Typed Name: Karthik K. Lakshminarayanan | |
| 2) | Signature: <u></u> | Date: <u>July 6, 2010</u> |
| | Typed Name: Aditya R. Ganjam | |
| 3) | Signature: <u></u> | Date: <u>July 5, 2010</u> |
| | Typed Name: Ion Stoica | |
| 4) | Signature: <u></u> | Date: <u>July 5, 2010</u> |
| | Typed Name: Hui Zhang | |

Atty Dkt. No. RINEP017

RECORDED: 08/24/2010

PATENT
REEL: 024880 FRAME: 0385