

# 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>											
<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>Charles Hodgkinson</td> <td>10/08/2010</td> </tr> <tr> <td>Kirk Zavieh</td> <td>10/08/2010</td> </tr> </tbody> </table>		Name	Execution Date	Charles Hodgkinson	10/08/2010	Kirk Zavieh	10/08/2010				
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<b>RECEIVING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Name:</b></td> <td>Adelphoi Limited</td> </tr> <tr> <td><b>Street Address:</b></td> <td>26, Litchfield Street</td> </tr> <tr> <td><b>City:</b></td> <td>London</td> </tr> <tr> <td><b>State/Country:</b></td> <td>UNITED KINGDOM</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>WC2H 9TZ</td> </tr> </table>		<b>Name:</b>	Adelphoi Limited	<b>Street Address:</b>	26, Litchfield Street	<b>City:</b>	London	<b>State/Country:</b>	UNITED KINGDOM	<b>Postal Code:</b>	WC2H 9TZ
<b>Name:</b>	Adelphoi Limited										
<b>Street Address:</b>	26, Litchfield Street										
<b>City:</b>	London										
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<b>PROPERTY NUMBERS Total: 1</b>											
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<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (512)853-8801</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 512-853-8800</p> <p>Email: kashby@intprop.com</p> <p>Correspondent Name: BNK / Meyertons Hood Kivlin Kowert Goetz</p> <p>Address Line 1: P.O. Box 398</p> <p>Address Line 4: Austin, TEXAS 78767-0398</p>											
<b>ATTORNEY DOCKET NUMBER:</b>	6378-00101										
<b>NAME OF SUBMITTER:</b>	B. Noel Kivlin										
<p>Total Attachments: 2</p> <p>source=6378-00101_Assignment#page1.tif</p> <p>source=6378-00101_Assignment#page2.tif</p>											

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**PATENT**  
**REEL: 025111 FRAME: 0715**

**ASSIGNMENT**

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, does hereby:

SELL, ASSIGN AND TRANSFER to **Adelphoi Limited** (the "Assignee"), a corporation organized and existing under and by virtue of the laws of the United Kingdom, and having its principal place of business at 26, Litchfield Street, London WC2H 9TZ, United Kingdom, their entire right, title and interest for the United States and all foreign countries, in and to any and all improvements which are disclosed in the application for United States Letters Patent, application serial number 12/899,971 entitled **METADATA RECORD GENERATION**, filed October 7, 2010, such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application in the United States;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

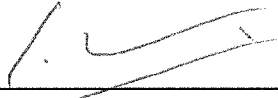
COVENANT that, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; and generally do everything possible which the Assignee shall consider desirable for securing, maintaining and enforcing proper patent protection for such improvements and for vesting title to such improvements in the Assignee;

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COVENANT AND AGREE that the above is and will be binding on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

(Signature)   
Name: Charles Hodgkinson

Date: October 8, 2010

(Signature)   
Name: Kirk Zavieh

Date: October 8, 2010

**Customer ID #35690**  
B. Noël Kivlin  
Meyertons, Hood, Kivlin, Kowert & Goetzel, P.C.  
P.O. Box 398  
Austin, TX 78767-0398