

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Ned Rhinelander	11/12/2010
Clifford Lyon	11/12/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	CBS Interactive Inc.
<b>Street Address:</b>	235 Second Street
<b>City:</b>	San Francisco
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94105
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12895075
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<b>Total Attachments: 2</b> source=10411USP_-_2010-11-17_-_Assignment#page1.tif source=10411USP_-_2010-11-17_-_Assignment#page2.tif	

CH \$40.00 12895075

ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **Ned Rhinelander**, a citizen of United States and **Clifford Lyon**, a citizen of United States, ("ASSIGNORS"),

hereby sell, assign and transfer to CBS Interactive Inc., a corporation, organized and existing in San Francisco, California, having an office at 235 Second Street, San Francisco, California 94105 ("ASSIGNEE"), its successors, assigns or other legal representatives, the entire right, title and interest, for the United States of America, its territories, dependencies and possessions, and in all countries, jurisdictions and political entities foreign to the United States of America, in and to:

all new subject matter ("SUBJECT MATTER") disclosed in the patent application ("APPLICATION") entitled

**SYSTEM AND METHOD FOR CLUSTERING CONTENT ACCORDING TO SIMILARITY**

filed on September 30, 2010, now bearing U.S. Application No. 12/895,075;

all applications for Letters Patent or similar legal protection to be obtained for the SUBJECT MATTER, including the APPLICATION, all applications claiming the benefit of priority from the APPLICATION, all divisional, continuation, continuation-in-part, substitute, and reissue applications, applications in other countries, and all legal equivalents thereof;

all Letters Patent or similar legal protection to be obtained for the SUBJECT MATTER, including all original and reissue patents, all re-examination certificates, all legal equivalents thereof, and all renewals and extensions thereof;

any and all causes of action and enforcement rights, including all rights to sue, counterclaim, and recover for any past, present and future infringement of, or liabilities for, all Letters Patent or similar legal protection to be obtained for the SUBJECT MATTER; and

all rights to apply for and receive, in the name of the ASSIGNEE, all Letters Patent or similar legal protection for the SUBJECT MATTER.

ASSIGNORS hereby represent, warrant and covenant that they have the full right to convey their entire right, title and interest herein conveyed, and that no assignment, sale, grant, mortgage, license or other agreement or encumbrance has been or will be made or entered into which would affect the rights, titles and interests conveyed herein.

ASSIGNORS hereby agree to do the following, when requested, and without additional compensation, in order to carry out in good faith the intent of this assignment:

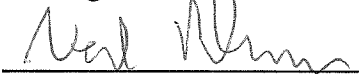
promptly execute and deliver to the ASSIGNEE or its legal representative any and all application papers, oaths, assignments, powers of attorney and other instruments that ASSIGNEE may consider necessary or desirable to apply for, obtain, perfect, maintain, issue and enforce all Letters Patent or similar legal protection for the SUBJECT MATTER, including assisting in the prosecution of all applications for Letters Patent or similar legal protection that may be made;

cooperate with the ASSIGNEE in every way possible in any interference, litigation, mediation, arbitration or other proceeding regarding the SUBJECT MATTER, any applications for Letters Patent or similar legal protection which include the SUBJECT MATTER, or any Letters Patent or similar legal protection for the SUBJECT MATTER, including promptly providing to the ASSIGNEE all pertinent facts and documents which are known and accessible to ASSIGNORS relating to the SUBJECT MATTER, any applications for Letters Patent or similar legal protection which include the SUBJECT MATTER, or any Letters Patent or similar legal protection for the SUBJECT MATTER, and testifying as to the same in any proceeding; and

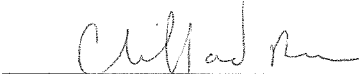
provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

ASSIGNORS hereby grant the firm of Reed Smith LLP the authority and power to insert on this document any further information that may be necessary or desirable for purposes of recordation in the United States Patent & Trademark Office or similar offices of any foreign country.

This assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same assignment.

  
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Ned Rhineland

11/12/2010  
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Date

  
\_\_\_\_\_  
Clifford Lyon

11/12/2010  
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Date