

# PATENT ASSIGNMENT

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<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>Tom Thai</td><td>11/09/2010</td></tr> <tr><td>John Kilpatrick</td><td>11/04/2010</td></tr> <tr><td>Dejan Sormaz</td><td>11/02/2010</td></tr> <tr><td>Ramon Espinosa</td><td>11/02/2010</td></tr> <tr><td>David Edward Miller</td><td>10/27/2010</td></tr> <tr><td>Karin Jo Eanes</td><td>10/25/2010</td></tr> </tbody> </table>		Name	Execution Date	Tom Thai	11/09/2010	John Kilpatrick	11/04/2010	Dejan Sormaz	11/02/2010	Ramon Espinosa	11/02/2010	David Edward Miller	10/27/2010	Karin Jo Eanes	10/25/2010
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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>AOL Advertising Inc.</td></tr> <tr><td><b>Street Address:</b></td><td>770 Broadway</td></tr> <tr><td><b>Internal Address:</b></td><td>4th Floor</td></tr> <tr><td><b>City:</b></td><td>New York</td></tr> <tr><td><b>State/Country:</b></td><td>NEW YORK</td></tr> <tr><td><b>Postal Code:</b></td><td>10003</td></tr> </table>		<b>Name:</b>	AOL Advertising Inc.	<b>Street Address:</b>	770 Broadway	<b>Internal Address:</b>	4th Floor	<b>City:</b>	New York	<b>State/Country:</b>	NEW YORK	<b>Postal Code:</b>	10003		
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<b>PROPERTY NUMBERS Total: 1</b>															
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<b>Application Number:</b>	29369767														
<b>CORRESPONDENCE DATA</b>															
<p><b>Fax Number:</b> (202)408-4400  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p><b>Phone:</b> 202-408-4000  <b>Email:</b> murraym@finnegan.com  <b>Correspondent Name:</b> FINNEGAN, HENDERSON, FARABOW, GARRETT &amp;  <b>Address Line 1:</b> 901 NEW YORK AVENUE, NW  <b>Address Line 4:</b> WASHINGTON, DISTRICT OF COLUMBIA 20001-4413</p>															
<b>ATTORNEY DOCKET NUMBER:</b>	10587.0516-00000														

OP \$40.00 29369767

**501357639**

**PATENT**  
**REEL: 025391 FRAME: 0546**

NAME OF SUBMITTER:

Michelle Murray

Total Attachments: 2

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## ASSIGNMENT

WHEREAS We, the below named inventors (hereinafter referred to as Assignors) have made an invention entitled:

### DISPLAY APPARATUS INCLUDING COMPUTER GENERATED ICONS

for which We filed United States Patent Application No. **29/369,767** on **September 13, 2010**; and

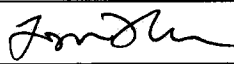
WHEREAS, **AOL Advertising Inc.**, whose post office address is **770 Broadway, 4th Floor, New York, NY 10003** (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to the application for United States Letters Patent on this invention and the Letters Patent to be issued upon this application;

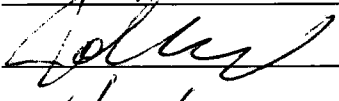
NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from Assignee is hereby acknowledged, We, as Assignors, have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, our entire right, title, and interest in and to this invention, provisional application No. , filed on , and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of the above provisional application, as well as all rights to claim priority on the basis of this application, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof; and We hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

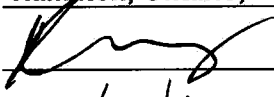
AND, WE HEREBY covenant that We have the full right to convey the interest assigned by this Assignment, and We have not executed and will not execute any agreement in conflict with this Assignment;

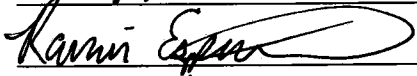
AND, WE HEREBY further covenant and agree that We will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

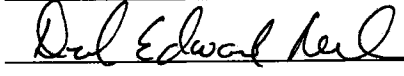
IN TESTIMONY WHEREOF, We have hereunto set our hands.

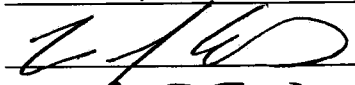
Name: Tom THAI  
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Name: **John KILPATRICK**  
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By:   
Date: **11/02/10**

Name: **Ramon ESPINOSA**  
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By:   
Date: **11/02/10**

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Name: **Karin Jo EANES**  
Address: **19903 Ridgeside Road**  
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By:   
Date: **10-25-10**