

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Allen Billings	12/01/2010
<b>RECEIVING PARTY DATA</b>	
Name:	MobiTV, Inc.
Street Address:	6425 Christie Avenue
Internal Address:	5th Floor
City:	Emeryville
State/Country:	CALIFORNIA
Postal Code:	94608
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12941908
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(510)663-0920
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	510-663-1100
Email:	lervin@wavsip.com
Correspondent Name:	Audrey Kwan/WAVSIP
Address Line 1:	P.O. Box 70250
Address Line 4:	Oakland, CALIFORNIA 94612-0250
ATTORNEY DOCKET NUMBER:	MOBIP059
NAME OF SUBMITTER:	Audrey Kwan
Total Attachments: 1 source=MOBIP059_Assignment#page1.tif	

CH \$40.00 12941908

## ASSIGNMENT OF PATENT APPLICATION

Whereas I, an undersigned inventor, have invented certain new and useful improvements as set forth in the patent application entitled:

### NON-INTRUSIVE ADVERTISEMENT PRESENTATION

(Atty. Docket No. MOBIP059),

- for which I have executed a U.S. patent application on even date herewith. (Accompanying)  
 which bears U.S. application No. 12/941,908. (Not accompanying)  
 which is a U.S. provisional application. (Accompanying)

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

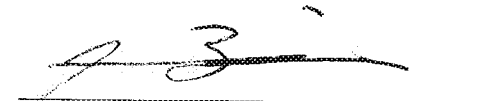
- 1) Sell, assign and transfer to MobiTV, Inc., a California corporation having a place of business at 6425 Christie Ave, 5th Floor, Emeryville, CA 94608 ("ASSIGNEE"), the entire right, title and interest in any and all improvements and inventions disclosed in, applications based upon, and patents granted upon (including foreign patents and the right to claim priority), the above-referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue 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 representatives, and shall be binding upon the inventor, as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I have not entered and will not enter into any assignment, contract, or understanding that conflicts with this assignment.
- 6) Authorize and request my attorney/agent to insert above the application No. in order to assist with recordal of this assignment.

Signed on the date indicated beside my signature.

1)

Signature:

Typed Name:

  
Allen Billings

Date:

12/1/10