

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Yoel Rotem	09/06/2007
RECEIVING PARTY DATA	
Name:	DVDemand Technologies Inc.
Street Address:	260 West 35th Street
Internal Address:	14th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12116566
CORRESPONDENCE DATA	
Fax Number:	(202)371-2540
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	eweiland@skgf.com
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Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005
ATTORNEY DOCKET NUMBER:	2222.592REI0
NAME OF SUBMITTER:	Jason D. Eisenberg
Total Attachments: 2 source=Assgt3#page1.tif source=Assgt3#page2.tif	

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REEL: 025670 FRAME: 0235

ASSIGNMENT OF PATENT RIGHTS

4. For valuable consideration, the receipt and sufficiency of which is hereby acknowledged, on this 2nd day of September, 2007, Yoel Rotem, a citizen of Israel residing at 68 Maze Street, Tel Aviv, Israel, and Erez Winberger, a citizen of Israel residing at 7 Pineless Street, Tel Aviv, Israel (collectively, "Assignors"), to ensure that the assignment executed on October 9, 2000 and recorded at reel/frame 011373/0770 completed, hereby sells, assigns, and transfers to DVDemand Technologies, Inc., a Delaware corporation, with an office at 260 West 35th Street, 14th Floor, New York, NY 10001 ("Assignee"), the full extent of the right, title, and interest in and to any and all of the following (collectively, the "Rights"):

1. U.S. Patent 7,043,484 ("the U.S. Patent") that was filed as U.S. Application 09/730,253;
2. All inventions claimed or described in the U.S. Patent (collectively, "the Inventions");
3. All rights with respect to the Inventions, including all U.S. patents or other governmental grants or issuances that may be granted with respect to the Inventions, or from any direct or indirect divisionals, continuations, continuations-in-part, or other patent applications claiming priority rights from the U.S. Patent ("Potential Patents");
4. All renewals, reexaminations, request for continuing examination, extensions, or registrations of the U.S. Patent or Potential Patents;
5. All non-United States patents, patent applications, and counterparts relating to any or all of the Inventions, the U.S. Patent, or Potential Patents, including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances ("Foreign Rights"), and including the right to file foreign applications directly in the name of Assignee, its successors and assigns;
6. The right to claim priority rights deriving from the U.S. Patent;
7. All causes of action and remedies related to any or all of the U.S. Patent, the Inventions, Potential Patents, or Foreign Rights (including, without limitation, the right to sue for past, present, or future infringement, misappropriation or violation of rights related to any of the foregoing and the right to collect royalties and other payments under or on account of any of the foregoing); and
8. Any and all other rights and interests arising out of, in connection with, or in relation to the U.S. Patent, the Inventions, Potential Patents, or Foreign Rights.

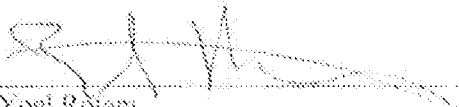
Assignors will not sign any writing or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives, and assigns deem necessary or desirable to perfect enjoyment of the Rights, conduct proceedings regarding the Rights (including any litigation or interference proceedings), or perfect or defend title to the Rights. Assignors request the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models, or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

This Assignment of Patent Rights may be executed in counterparts, each of which will be deemed an original, and all of which together constitute one and the same instrument.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives, and assigns and will be binding upon Assignors, their successors, legal representatives and assigns.

[Signature Page to Follow]

ASSIGNOR:


Yoel Rotem

(Signature *MUST* be witnessed)

ATTESTATION

The undersigned witnessed the signature of Yoel Rotem to this document and makes the following statements:

1. Yoel Rotem is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on 9/12, 2007, to execute this document.
2. Yoel Rotem subscribed to this document.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

By: 
Print Name: Erez Winberger

ASSIGNOR:

Erez Winberger
(Signature *MUST* be witnessed)

ATTESTATION

The undersigned witnessed the signature of Erez Winberger to this document and makes the following statements:

1. Erez Winberger is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on _____, 2007, to execute this document.
2. Erez Winberger subscribed to this document.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

By: _____
Print Name: _____

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RECORDED: 10/08/2007

REEL: 019926 FRAME: 0069

RECORDED: 01/20/2011

REEL: 025670 FRAME: 0237