

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Auditude, Inc.	01/12/2011

RECEIVING PARTY DATA

Name:	IntoNow, Inc.
Street Address:	209 Hamilton Avenue
Internal Address:	Suite 200
City:	Palo Alto
State/Country:	CALIFORNIA
Postal Code:	94301

PROPERTY NUMBERS Total: 13

Property Type	Number
Patent Number:	7421376
Patent Number:	7853438
Application Number:	12956493
Patent Number:	7516074
Application Number:	12392062
PCT Number:	US1034449
Application Number:	12483222
Application Number:	60972637
PCT Number:	US0876415
Application Number:	12210639
Application Number:	12621472
Application Number:	61152642
Application Number:	12706658

CORRESPONDENCE DATA

501412430

PATENT
REEL: 025672 FRAME: 0941

CH \$520.00 7421376

Fax Number: (650)938-5200

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Correspondent Name: Robert Hulse

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ATTORNEY DOCKET NUMBER:

28459-01000

NAME OF SUBMITTER:

Robert A. Hulse

Total Attachments: 2

source=23271-01000 US Assignment (from Auditudo, Inc. to IntoNow, Inc.) (Fully Executed)#page1.tif

source=23271-01000 US Assignment (from Auditudo, Inc. to IntoNow, Inc.) (Fully Executed)#page2.tif

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, Auditudo, Inc., a California corporation, having a place of business at 209 Hamilton Avenue, Suite 200, Palo Alto, California 94301 ("ASSIGNOR"), has sold, assigned, and transferred and does hereby sell, assign, and transfer to IntoNow, Inc., a Delaware corporation, having a place of business at 209 Hamilton Avenue, Suite 200, Palo Alto, CA 94301 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the following applications and Letters Patents ("PATENT RIGHTS"):

COUNTRY	SERIAL #	FILING DATE	TITLE	PATENT NUMBER	ISSUE DATE
US	10132091	24-Apr-02	Comparison Of Data Signals Using Characteristic Electronic Thumbprints Extracted Therefrom	7421376	2-Sep-08
US	12183824	31-Jul-08	Comparison Of Data Signals Using Characteristic Electronic Thumbprints Extracted Therefrom	7853438	14-Dec-10
US	12956493	30-Nov-10	Comparison Of Data Signals Using Characteristic Electronic Thumbprints Extracted Therefrom		
EP EP/DE EP/ES EP/FR EP/GB EP/IT EP/NL	62542667	15-Aug-06	Extraction And Matching Of Characteristic Fingerprints From Audio Signals	1760693	30-Jul-08
JP	2006230500	28-Aug-06	Extraction And Matching Of Characteristic Fingerprints From Audio Signals		
US	11219385	1-Sep-05	Extraction And Matching Of Characteristic Fingerprints From Audio Signals	7516074	7-Apr-09
US	12392062	24-Feb-09	Extraction And Matching Of Characteristic Fingerprints From Audio Signals		
PCT	PCT/US2010/ 034449	11-May-10	Media Identification System With Fingerprint Database Balanced According To Search Loads		
US	12483222	11-Jun-09	Media Identification System With Fingerprint Database Balanced According To Search Loads		
US	60972637	14-Sep-07	Online Sharing Of User-Generated Content Obtained From Broadcast Programs		
EP	88311097	15-Sep-08	Restoring Program Information For Clips Of Broadcast Programs Shared Online		
JP	2010525069	15-Sep-08	Restoring Program Information For Clips Of Broadcast Programs Shared Online		
PCT	PCT/US2008/ 076415	15-Sep-08	Restoring Program Information For Clips Of Broadcast Programs Shared Online		
US	12210639	15-Sep-08	Restoring Program Information For Clips Of Broadcast Programs Shared Online		
US	12621472	18-Nov-09	Media Identification System For Efficient Matching Of Media Items Having Common Content		

US		not yet filed	Extraction And Matching Of Characteristic Fingerprints From Media Content		
US	61152642	13-Feb-09	Video Fingerprinting		
US	12706658	16-Feb-10	Extraction Of Video Fingerprints And Identification Of Multimedia Using Video Fingerprinting		

and;

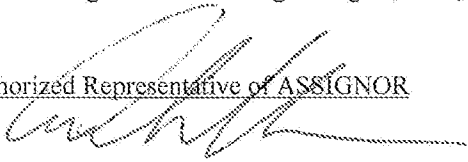
2. The entire worldwide right, title, and interest in and to:

(a) the PATENT RIGHTS, including any right of priority; (b) any provisional, divisional, continuation, substitute, renewal, reissue, and other related applications thereto which have been or may be filed in the United States or elsewhere in the world; (c) any patents which may be granted on the applications set forth in (a) and (b) above; and (d) the right to sue in its own name and to recover for past infringement of any or all of any applications or patents issuing therefrom together with all rights to recover damages for infringement of provisional rights.

ASSIGNOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER of the above-identified patent applications and Letters Patents; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER of the above-identified patent applications and Letters Patents and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. ASSIGNOR further agrees to provide any successor, transferee, assignee, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

ASSIGNOR represents that ASSIGNOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the ASSIGNOR has made or will make hereafter no assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

Duly Authorized Representative of ASSIGNOR

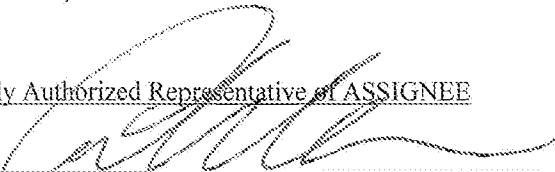


Date of Signature

01/12/2011

Adam Cahan
CEO
Auditude, Inc.
420 Florence Street
Palo Alto, California

Duly Authorized Representative of ASSIGNEE



Date of Signature

01/12/2011

Adam Cahan
CEO
IntoNow, Inc.
209 Hamilton Avenue, Suite 200
Palo Alto, CA 94301