

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignee from "ADKEEPER INC," to "ADKEEPER INC." previously recorded on Reel 025628 Frame 0124. Assignor (s) hereby confirms the Assignment of Patent Rights.
CONVEYING PARTY DATA	
Name	Execution Date
E. Byron Glore Jr.	12/20/2010
RECEIVING PARTY DATA	
Name:	AdKeeper Inc.
Street Address:	381 Park Avenue South
City:	New York
State/Country:	NEW YORK
Postal Code:	10016
PROPERTY NUMBERS Total: 3	
Property Type	Number
Application Number:	12576187
Application Number:	61103896
PCT Number:	US0960070
CORRESPONDENCE DATA	
Fax Number:	(650)938-5200
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	6503357607
Email:	rpatel@fenwick.com
Correspondent Name:	Rajiv P. Patel
Address Line 1:	Fenwick & West LLP
Address Line 2:	801 California Street
Address Line 4:	Mountain View, CALIFORNIA 94041
ATTORNEY DOCKET NUMBER:	27879-18205
NAME OF SUBMITTER:	Rajiv P. Patel

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REEL: 025831 FRAME: 0080

Total Attachments: 6

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TO:RAJIV P. PATEL COMPANY:FENWICK & WEST LLP

**UNITED STATES PATENT AND TRADEMARK OFFICE**UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

JANUARY 13, 2011

PTAS

RAJIV P. PATEL
FENWICK & WEST LLP
801 CALIFORNIA STREET
MOUNTAIN VIEW, CA 94041***501404371***UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENTTHE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF
THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS
AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER
REFERENCED BELOW.PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE
INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA
PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD
FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY
CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350.
PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE,
MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 01/12/2011

REEL/FRAME: 025628/0124

NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).
DOCKET NUMBER: 27879-18205

ASSIGNOR:

GLORE, E. BYRON, JR.

DOC DATE: 12/20/2010

ASSIGNEE:

ADKEEPER INC,
381 PARK AVENUE SOUTH
NEW YORK, NEW YORK 10016

TO:RAJIV P. PATEL COMPANY:FENWICK & WEST LLP

025628/0124 PAGE 2

APPLICATION NUMBER: 12576187 FILING DATE: 10/08/2009
PATENT NUMBER: ISSUE DATE:
TITLE: MANAGING INTERNET ADVERTISING AND PROMOTIONAL CONTENT

APPLICATION NUMBER: 61103896 FILING DATE: 10/08/2008
PATENT NUMBER: ISSUE DATE:
TITLE: MY AD VALET SOFTWARE APPLICATION

APPLICATION NUMBER: FILING DATE: 10/08/2009
PATENT NUMBER: ISSUE DATE:
PCT NUMBER: US0960070
TITLE: MANAGING INTERNET ADVERTISING AND PROMOTIONAL CONTENT

OCRUSER, EXAMINER
ASSIGNMENT SERVICES BRANCH
PUBLIC RECORDS DIVISION

ASSIGNMENT OF PATENT RIGHTS

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, E. Byron Glore, Jr., an individual with a mailing address at 1800 Century Park East, Suite 600, Los Angeles, California 90067 ("Assignor"), does hereby:

- I. Irrevocably assign and transfer to AdKeeper Inc., a Delaware corporation with offices at 381 Park Avenue South, New York, New York 10016 ("Assignee"):
 - A. the entire right, title and interest in the following patents and patent applications:
 - U.S. Patent Appl. No. 12/576,187
 - U.S. Patent Appl. No. 61/103,896 (Provisional)
 - International Appl. No. PCT/US/2009/60070
 1. all inventions described and/or claimed therein, all divisionals, continuations, continued prosecution applications, continuations-in-part, substitutes, reissues, renewals, reexaminations, and extensions of such patents and applications, and all rights of priority in any of the foregoing patents and applications; and
 2. all foreign counterparts, including utility models, of any of the foregoing, I.A.1. and I.A.2., collectively, the "Subject Matter"; and
 - B. the right to sue third parties and retain damages for patent infringement based on activities occurring on, prior to and after the execution date hereof, including but not limited to all rights to recover damages for infringement of provisional rights; and
- II. Agree, upon Assignee's request (but at no additional cost or expense to Assignor), to execute all oaths, assignments, powers of attorney, applications and any other papers necessary to perfect Assignee's title in the foregoing.
- III. Agree that Assignee may apply for and receive patents for the Subject Matter in Assignee's own name.
- IV. Grant to Assignee or its designee the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office, and any foreign patent office, for recordation of this document.

This Assignment of Patent Rights 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.

The effective date of this Assignment of Patent Rights is as set forth below.

Signature on behalf of Assignor:

Date of Signature/effective date:

E. Byron Glore

December 20, 2010

Printed Name: E. BYRON GLORE JR Title: Owner

(Signature MUST be notarized)

STATE OF California)
) ss.
COUNTY OF Los Angeles)

On December 20, 2010 before me, Linda Ingirghoolian personally
[DATE] [NOTARY PUBLIC]

appeared Edward Byron Glore, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

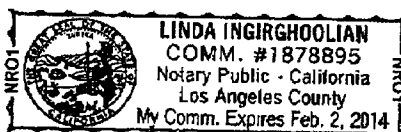
WITNESS my hand and official seal.

Notary Seal

[Signature]
Notary

Date of Signature:

December 20, 2010



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