

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Anand Subramanian	09/23/2010
Shanthi Sarkar	09/21/2010
RECEIVING PARTY DATA	
Name:	ContextWeb, Inc.
Street Address:	22 Cortlandt Street, 9th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10007
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12507513
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NAME OF SUBMITTER:	Xiangjing Zhan
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

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PATENT
REEL: 026053 FRAME: 0404

ASSIGNMENT

WHEREAS, We, **Anand Subramanian**, 516 West 47th Street, Apt. 52-B, New York, New York 10036, U.S.A., and **Shanthi Sarkar**, 350 West 53rd Street, Apt. 1-H, New York, New York 10019, U.S.A., (Assignors) have invented certain new and useful improvements which are described and claimed in an application for a United States Patent and identified as U.S. Serial Number 12/507,513, filed July 22, 2009, entitled

***NEW OPEN INSERTION ORDER SYSTEM TO INTERFACE WITH AN
EXCHANGE FOR INTERNET AD MEDIA***

WHEREAS, **ContextWeb, Inc.**, having a business address of 22 Cortlandt Street, 9th Floor, New York, New York 10007, U.S.A., is desirous of acquiring the entire interest in and to said invention, said application and all patents to be obtained therefrom.

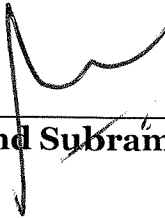
NOW, THEREFORE, for and in consideration of valuable consideration, the receipt and sufficiency whereof are hereby acknowledged, we have sold, assigned, and set over, and by these presents do hereby sell, assign and set over unto the said **ContextWeb, Inc.**, (Assignee), and said Assignee's legal representatives, successors, our entire right, title and interest, for the whole world, in and to said invention and said application, as well as any subsequent applications, including any PCT Application, foreign application, continuation application, divisional application, which subsequent applications claim priority based upon the filing date of any of said applications identified and the patents, both domestic and foreign, that may or shall result therefrom including the right to claim in respect of any subsequent United States and foreign patent applications and patents, the priority date of any of said applications under any United States statute and international convention or treaty; and we do hereby authorize and request the issuance of said patents, domestic and foreign, conformably to the terms of this Agreement.

UPON SAID CONSIDERATION, we do hereby covenant and agree with said Assignee that we will not execute any writing or do any act whatsoever conflicting with these presents, and that will at any time upon request, without further or additional consideration, but at the expense of the said Assignee, execute such additional assignments and other writings and so such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining provisional, original, continuation, continuation-in-part, divisional, reissued, re-examined or extended patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or chooses in action accruing as a result of such applications or patents, including but not limited to, giving testimony in any proceedings or transactions involving such applications or patents, and executing preliminary statements and other affidavits, it being understood that the foregoing covenant and

agreement shall bind and inure to the benefit of the assigns and legal representatives of all parties hereto.


IN WITNESS WHEREOF, we have hereunto set our hands and affixed our seals this day of _____, 2010.

9/23/10
Date



Anand Subramanian

9/21/2010
Date



Shanthi Sarkar