

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Mark H. HANSEN | 04/07/2011 |
| Jeremy THORP | 04/07/2011 |
| RECEIVING PARTY DATA | |
| Name: | The New York Times Company |
| Street Address: | 620 Eighth Avenue |
| City: | New York |
| State/Country: | NEW YORK |
| Postal Code: | 10018 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 13083049 |
| CORRESPONDENCE DATA | |
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| Correspondent Name: | HUNTON & WILLIAMS LLP INTELLECTUAL PROPE |
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| Address Line 2: | SUITE 1200 |
| Address Line 4: | WASHINGTON, DISTRICT OF COLUMBIA 20006-1109 |
| ATTORNEY DOCKET NUMBER: | 53935.000012 |
| NAME OF SUBMITTER: | Yisun Song |
| Total Attachments: 3 source=53935-12-Assignment#page1.tif source=53935-12-Assignment#page2.tif source=53935-12-Assignment#page3.tif | |

CH \$40.00 13083049

ASSIGNMENT

WHEREAS, We **Mark H. Hansen**, residing at **999 Doheny Drive, Apt. 511, West Hollywood, California 90069** and **Jeremy Thorp**, residing at **135 Plymouth Street, Apt. 501, Brooklyn, New York 11201**; have invented certain new and useful improvements in and to the subject matter of:

A SYSTEM FOR AND METHOD OF GENERATING AND VISUALIZING SHARING EVENT CASCADE STRUCTURES ASSOCIATED WITH CONTENT SHARING EVENTS THAT OCCUR ACROSS A NETWORK

described in an application for United States Letters Patent being executed simultaneously herewith and electronically filed on APRIL 8, 2011, and accorded Application No. 13/083,049 ;

AND, WHEREAS, **The New York Times Company**, a corporation organized under the laws of the State of New York, having a place of business located at **620 Eighth Avenue, New York, NY 10018** (hereinafter "ASSIGNEE"), is desirous of acquiring certain rights to the improvements and under the application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) or the equivalent thereof, and other good and valuable consideration, receipt of which is hereby acknowledged, I do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, my entire right, title and interest in and throughout the United States of America (including its territories and dependencies) and all countries foreign thereto in and to said improvements, said United States application, any other United States applications, including provisional, divisional, renewal, substitute, continuation, reexamination and reissue applications, based in whole or in part on said United States application or in whole or in part on said improvements, any foreign applications, including international and regional applications, based in whole or in part on any of the aforesaid United States applications or in whole or in part on said improvements, and in and to any and all letters patent, including extensions thereof, of any country which have been or may be granted on any of the aforesaid applications or on said improvements or any parts thereof;

AND I hereby authorize and request my agents, **Hunton & Williams LLP**, whose address is **1900 K Street, N.W., Suite 1200, Washington, DC 20006-1109**, to insert hereon any identification necessary or desirable for recordation of this document, including the filing date and application number of said application when known.

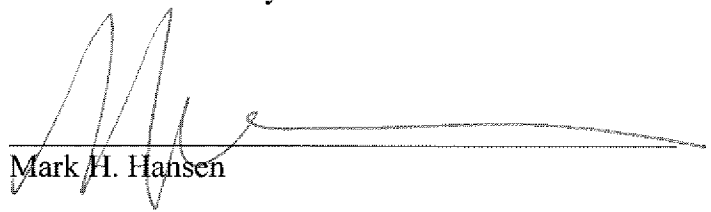
AND I hereby agree for myself and my heirs, executors and administrators to execute without further consideration any further documents and instruments which may be necessary, lawful and proper in the prosecution of said above-referenced application or in the preparation or prosecution of any continuing, substitute, divisional, renewal, reexamination or reissue application or in any amendments, extensions or interference proceedings, or other applications for patents of any region or country, that may be necessary to secure to ASSIGNEE its interest and title in and to said improvements or any parts thereof, and in and to said several patents or any of them;

AND I hereby covenant for myself and my legal representatives, and agree with said ASSIGNEE, its successors and assigns, that I have granted no right or license to make, use, sell or offer to sell said improvements, to anyone except said ASSIGNEE, that prior to the execution of this deed, my right, title and interest in said improvements had not been otherwise encumbered, and that I have not and will not execute any instrument in conflict therewith;

AND I do hereby authorize and request the Director of the United States Patent and Trademark Office to issue any and all letters patent which may be granted upon said United States applications, or upon said improvements or any parts thereof when granted, to said ASSIGNEE.

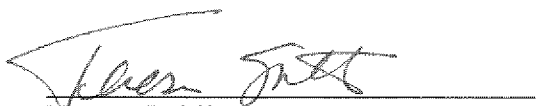
IN WITNESS WHEREOF, I have hereunto set my hand and seal.

April 7, 2011
Date


Mark H. Hansen

County of NY)
State of NY) ss:

On this 7 day of April, 2011, before me a Notary Public in and for the County and State aforesaid, personally appeared Mark H. Hansen, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.


Notary Public

My Commission Expires 12/17/2011

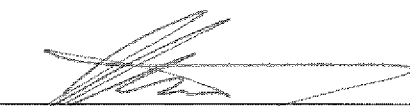
(SEAL)

TERESA SMITH
NOTARY PUBLIC, State of New York
No. 01SM6178946
Qualified in New York County
Commission Expires December 17, 2011

HUNTON & WILLIAMS LLP
INTELLECTUAL PROPERTY DEPARTMENT
1900 K STREET, N.W.
SUITE 1200
WASHINGTON, DC 20006-1109
(202) 955-1500 (TELEPHONE)
(202) 778-2201 (FACSIMILE)

April 7, 2011


Date


Jeremy Thorp

County of NY)

State of NY) SS:

On this 7 day of April, 2011, before me a Notary Public in and for the County and State aforesaid, personally appeared Jeremy Thorp, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.


Notary Public

(SEAL)

My Commission Expires 12/17/2011

TERESA SMITH
NOTARY PUBLIC, State of New York
No. 01SM6178946
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Commission Expires December 17, 2011

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