

# PATENT ASSIGNMENT

Electronic Version v1.1

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| <b>SUBMISSION TYPE:</b>                                                              | NEW ASSIGNMENT              |
| <b>NATURE OF CONVEYANCE:</b>                                                         | ASSIGNMENT                  |
| <b>CONVEYING PARTY DATA</b>                                                          |                             |
| <b>Name</b>                                                                          | <b>Execution Date</b>       |
| Suzanne McDonnell                                                                    | 02/15/2011                  |
| Adam Solomon                                                                         | 02/08/2011                  |
| Mark Fortner                                                                         | 02/09/2011                  |
| <b>RECEIVING PARTY DATA</b>                                                          |                             |
| <b>Name:</b>                                                                         | Viacom International Inc.   |
| <b>Street Address:</b>                                                               | 1515 Broadway               |
| <b>Internal Address:</b>                                                             | 34th Floor                  |
| <b>City:</b>                                                                         | New York                    |
| <b>State/Country:</b>                                                                | NEW YORK                    |
| <b>Postal Code:</b>                                                                  | 10036                       |
| <b>PROPERTY NUMBERS Total: 1</b>                                                     |                             |
| <b>Property Type</b>                                                                 | <b>Number</b>               |
| Application Number:                                                                  | 12794337                    |
| <b>CORRESPONDENCE DATA</b>                                                           |                             |
| <b>Fax Number:</b>                                                                   | (617)526-9899               |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                             |
| <b>Phone:</b>                                                                        | 617-526-9600                |
| <b>Email:</b>                                                                        | jmgomez@proskauer.com       |
| <b>Correspondent Name:</b>                                                           | Proskauer Rose LLP          |
| <b>Address Line 1:</b>                                                               | One International Place     |
| <b>Address Line 4:</b>                                                               | Boston, MASSACHUSETTS 02110 |
| <b>ATTORNEY DOCKET NUMBER:</b>                                                       | MTV-015A                    |
| <b>NAME OF SUBMITTER:</b>                                                            | Patrick Niedermeier         |
| <b>Total Attachments: 7</b><br>source=MTV-015A#page1.tif                             |                             |

CH \$40.00 12794337

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**PATENT**  
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ASSIGNMENT

WHEREAS, We, GEER III, Walter; TO, Ellen; MCDONNELL, Suzanne; SOLOMON, Adam; FORTNER, Mark and WITT, Jason have invented one or more inventions described in an application (or provisional application) for Letters Patent of the United States entitled:

**DYNAMIC INTEGRATION AND LINEAR PRESENTATION OF ADVERTISING CONTENT  
AND MEDIA CONTENT**

and identified by

☐ Attorney Docket No. \_\_\_\_\_, and/or executed by us on even date herewith and about to be filed in the United States Patent Office;

☒ Application No. 12/794,337 filed in the United States Patent Office on June 4, 2010; and

WHEREAS, Viacom International Inc. (hereinafter "ASSIGNEE"), a corporation organized and existing under the laws of the State/Commonwealth of Delaware, and having a usual place of business at 1515 Broadway, New York, NY 10036, desires to acquire an interest therein, in accordance with agreements duly entered onto with us;

NOW, THEREFORE, to all whom it may concern be it known that for and in consideration of said agreements and of other good and valuable consideration, the receipt of which is hereby acknowledged, we have sold, assigned and transferred and by these presents do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns, and legal representatives, our entire right, title and interest in and throughout the United States of America, its territories and all foreign countries, in and to the invention(s) described in said application, together with our entire right, title and interest in and to said application and such Letters Patent as may issue thereon or claim priority under United States law or international convention, including but not limited to non-provisionals, continuations, divisionals, reissues, reexaminations, extensions, and substitutions of said application or such Letters Patent, and any right, title and interest we may have in provisional applications to which said application claims priority; said invention(s), applications and Letters Patent to be held and enjoyed by said ASSIGNEE for its own use and behalf and for its successors, assigns and legal representatives, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held by us had this assignment and sale not been made; we hereby convey all of our rights arising under or pursuant to any and all United States laws and international agreements, treaties or laws relating to the protection of industrial property by filing any such applications for Letters Patent, including but not limited to any cause(s) of action and damages accruing prior to this assignment. We hereby acknowledge that this assignment, being of our entire right, title and interest in and to said invention(s), carries with it the right in ASSIGNEE to apply for and obtain from competent authorities in all countries of the world any and all Letters Patent by attorneys and agents of ASSIGNEE's selection and the right to procure the grant of all Letters Patent to ASSIGNEE in its own name as assignee of our entire right, title and interest therein;

AND, we hereby further agree for ourselves and our executors and administrators to execute upon request any other lawful documents and likewise to perform any other lawful acts which may be deemed necessary to secure fully the aforesaid invention(s) to said ASSIGNEE, its successors, assigns, and legal representatives, but at its or their expense and charges, including the execution of non-provisional, substitution, continuation, divisional, reissue, reexamination, or corresponding foreign or international

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patent applications;

AND, we hereby further agree to provide statements or testimony in any interference or other proceeding in which said invention(s) or any application or patent directed thereto may be involved;

AND, we hereby authorize ASSIGNEE or its attorneys or agents to insert the correct serial number and filing date into this assignment, if none is indicated on the date of our execution of this assignment;

AND, we hereby authorize and request the Director of the United States Patent and Trademark Office to issue such Letters Patent as shall be granted upon said application, or applications based thereon, to said ASSIGNEE, its successors, assigns, or legal representatives.

*IN TESTIMONY WHEREOF*, we have hereunto set our hands and affixed our seals on the date(s) set forth below.

Inventor:

Walter Geer III

State/Commonwealth of )  
County of ) ss

On this \_\_\_\_ day of \_\_\_\_\_, 2011, before me, the undersigned notary public, personally appeared Walter Geer III, proved to me through satisfactory evidence of identification, which were \_\_\_\_\_, to be the person whose name is signed on the preceding or attached document in my presence.

Notary Public

My Commission Expires: \_\_\_\_\_

WITNESS

Witness Signature: \_\_\_\_\_

Witness Name: \_\_\_\_\_

Witness Date: \_\_\_\_\_

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Inventor: \_\_\_\_\_  
Ellen To

State/Commonwealth of \_\_\_\_\_ )  
County of \_\_\_\_\_ ) ss

On this \_\_\_\_\_ day of \_\_\_\_\_, 2011, before me, the undersigned notary public,  
personally appeared Ellen To, proved to me through satisfactory evidence of identification, which were  
\_\_\_\_\_, to be the person whose name is signed on the preceding or  
attached document in my presence.

\_\_\_\_\_  
Notary Public  
My Commission Expires: \_\_\_\_\_

WITNESS

Witness Signature: \_\_\_\_\_

Witness Name: \_\_\_\_\_

Witness Date: \_\_\_\_\_

Inventor:

Suzanne McDonnell 2/15/11  
Suzanne McDonnell

State/Commonwealth of \_\_\_\_\_  
County of \_\_\_\_\_

)  
) ss

On this \_\_\_\_\_ day of \_\_\_\_\_, 2011, before me, the undersigned notary public,  
personally appeared Suzanne McDonnell, proved to me through satisfactory evidence of identification,  
which were \_\_\_\_\_, to be the person whose name is signed on the  
preceding or attached document in my presence.

\_\_\_\_\_  
Notary Public

My Commission Expires: \_\_\_\_\_

WITNESS

Witness Signature:

S. Murg

Witness Name:

Shari Greenberg

Witness Date:

2/15/11

Inventor:

  
Adam Solomon

State/Commonwealth of \_\_\_\_\_ )  
County of \_\_\_\_\_ ) ss

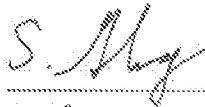
On this \_\_\_\_\_ day of \_\_\_\_\_, 2011, before me, the undersigned notary public,  
personally appeared Adam Solomon, proved to me through satisfactory evidence of identification, which  
were \_\_\_\_\_, to be the person whose name is signed on the preceding or  
attached document in my presence.

\_\_\_\_\_  
Notary Public

My Commission Expires: \_\_\_\_\_

WITNESS

Witness Signature:



Witness Name:

S. Greenberg

Witness Date:

2/8/11

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Inventor:

  
Mark Fortner

State/Commonwealth of )  
County of ) ss

On this \_\_\_\_ day of \_\_\_\_\_, 2011, before me, the undersigned notary public,  
personally appeared Mark Fortner, proved to me through satisfactory evidence of identification, which  
were \_\_\_\_\_, to be the person whose name is signed on the preceding or  
attached document in my presence.

\_\_\_\_\_  
Notary Public  
My Commission Expires: \_\_\_\_\_

WITNESS

Witness Signature: S. Abey  
Witness Name: S. Greenberg  
Witness Date: 2/9/11



Inventor: \_\_\_\_\_  
Jason Witt

State/Commonwealth of \_\_\_\_\_ )  
County of \_\_\_\_\_ ) ss

On this \_\_\_\_\_ day of \_\_\_\_\_, 2011, before me, the undersigned notary public,  
personally appeared Jason Witt, proved to me through satisfactory evidence of identification, which were  
\_\_\_\_\_, to be the person whose name is signed on the preceding or  
attached document in my presence.

\_\_\_\_\_  
Notary Public  
My Commission Expires: \_\_\_\_\_

WITNESS

Witness Signature: \_\_\_\_\_

Witness Name: \_\_\_\_\_

Witness Date: \_\_\_\_\_