

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1" style="width: 100%; border-collapse: collapse;"><thead><tr><th style="width: 70%;">Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Mark Popkiewicz</td><td>04/07/2011</td></tr><tr><td>Janko Mrsic-Flogel</td><td>04/07/2011</td></tr><tr><td>Philip McLauchlan</td><td>04/07/2011</td></tr></tbody></table>		Name	Execution Date	Mark Popkiewicz	04/07/2011	Janko Mrsic-Flogel	04/07/2011	Philip McLauchlan	04/07/2011
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Mark Popkiewicz	04/07/2011								
Janko Mrsic-Flogel	04/07/2011								
Philip McLauchlan	04/07/2011								
RECEIVING PARTY DATA									
Name:	MirriAd Limited								
Street Address:	21 Broadwall								
City:	London								
State/Country:	UNITED KINGDOM								
Postal Code:	SE1 9PL								
PROPERTY NUMBERS Total: 1									
<table border="1" style="width: 100%; border-collapse: collapse;"><thead><tr><th style="width: 30%;">Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12954766</td></tr></tbody></table>		Property Type	Number	Application Number:	12954766				
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Application Number:	12954766								
CORRESPONDENCE DATA									
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Total Attachments: 2 source=21900Assignment#page1.tif source=21900Assignment#page2.tif									

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ASSIGNMENT

WHEREAS We, **Mark Popkiewicz**, having a current or former address of The Old Parsonage, Hatcher Lane, Winkfield Row, Windsor, Berkshire SL4 2EG, United Kingdom, **Janko Mrcic-Flogel**, having a current or former address of 121 Beaufort Mansions, Beaufort Street, London SW3 5AE, United Kingdom, and **Philip McLauchlan**, having a current or former address of 6 Meadway, Epsom, Surrey KT19 8JZ, United Kingdom, ("Assignor"), have made a certain new and useful invention as set forth in an application for United States Patent entitled "Apparatus and Method for Identifying Insertion Zones in Video Material and for Inserting Additional Material into the Insertion Zones," filed on November 26, 2010, and receiving Application Serial Number **12/954,766**;

AND WHEREAS, **MirriAd Limited**, a corporation, having an address of 21 Broadwall, London SE1 9PL, United Kingdom ("Assignee"), is desirous of acquiring the entire right, title and interest in and to said invention, and in and to any and all Letters Patent of the United States which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee, its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention, including the right to claim priority under 35 U.S.C. § 119 and/or § 120 and the right to sue for past infringement, as set forth in the above-mentioned application, including said application and any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States which may be issued for said invention;

UPON SAID CONSIDERATION, Assignor hereby agrees not to execute any writing or do any act whatsoever conflicting with these presents, and that Assignor will, at any time upon request, without further or additional consideration but at the expense of Assignee, execute such additional assignments and other writings and do such additional acts as Assignee may deem necessary or desirable to perfect Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States on said invention, and in enforcing any rights or choses in action accruing as a result of such

applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by 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 Assignor and Assignee;


The undersigned hereby grant(s) the firm of BAKER & HOSTETLER LLP the power to insert on, or append to, this Assignment any further identification, including the application number and filing date, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

AND, Assignor requests the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to Assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

7-4-2011
Date


Mark Popkiewicz

7-1-2011
Date


Janko Mrsic-Flogel

7-4-2011
Date


Philip McLauchlan