

# 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>
David B. Lockton	04/01/2011
Kathy Austin Lockton	04/01/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	WinView, Inc.
<b>Street Address:</b>	225 Crossroads Blvd.
<b>Internal Address:</b>	#389
<b>City:</b>	Carmel
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	93923
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	12590608
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	25819-0002001
<b>NAME OF SUBMITTER:</b>	Lori Cox
<b>Total Attachments: 1</b> source=25819-0002001 Assignment#page1.tif	

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**PATENT**

501510391

REEL: 026174 FRAME: 0643

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS, David B. Lockton and Kathy Austin Lockton, hereby sells, assigns, and transfers to WinView, Inc., a Delaware Corporation, having offices located at 225 Crossroads Blvd., #389, Carmel, CA 93923, and its successors, assigns and legal representatives (collectively, "ASSIGNEE") all of the right, title and interest of ASSIGNORS throughout the world in and to any and all inventions and improvements which are the subject of a patent document entitled

## INTERACTIVE ADVERTISING SYSTEM

and which is found in

- (a) ☐ U.S. patent application executed on \_\_\_\_\_, entitled as above, listing the above named persons as Inventors.
- (b) ☒ U.S. patent application filed on 11/10/2009  
☒ under Application No. 12/590,608  
☐ with Express Mail No. \_\_\_\_\_
- (c) ☐ U.S. Patent No. \_\_\_\_\_, issued

An attorney of record, or the attorney filing the application, is authorized and requested by the execution of this assignment to insert into this assignment the execution date of the application and/or the filing date and serial number of the application when officially known.

This assignment includes the foregoing patent application or patent; United States Patent Application No. 61/198,784 filed November 10, 2008; all legal equivalents thereof in any foreign country and all patents issuing therefrom; all United States and foreign patents, utility models, and design registrations granted for any of said inventions and improvements; and the right to claim priority based on the filing date of the foregoing patent application or patent under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes. ASSIGNORS authorize ASSIGNEE to apply in all countries in the name of ASSIGNORS or in the name of ASSIGNEE for patents, utility models, and design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements.

ASSIGNORS hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into that would conflict with this assignment.

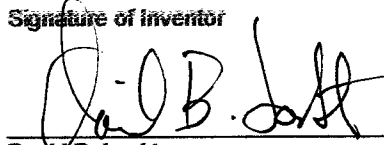
ASSIGNORS further covenant for themselves and their respective heirs, legal representatives and assigns to provide to ASSIGNEE promptly upon the request of ASSIGNEE all pertinent facts and documents relating to said invention and said patents and legal equivalents as may be known and accessible to ASSIGNOR and to testify as to the same in any interference, litigation, or proceeding relating thereto and promptly to execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue or enforce said application, said inventions and improvements and said patents and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

ASSIGNORS request the Commissioner of Patents and Trademarks to issue said patents of the United States and any reissue or extension thereof to the ASSIGNEE.

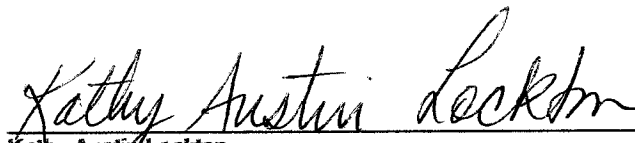
Executed this

Signature of inventor

1 day of April, 2011

  
 David B. Lockton

1 day of April, 2011

  
 Kathy Austin Lockton