

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ryan Steelberg	01/29/2010
Chad Steelberg	02/01/2010
RECEIVING PARTY DATA	
Name:	Brand Affinity Technologies, Inc.
Street Address:	101 Academy Road
Internal Address:	Suite 110
City:	Irvine
State/Country:	CALIFORNIA
Postal Code:	92617
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12590345
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ATTORNEY DOCKET NUMBER:	203234-0015-00-US
NAME OF SUBMITTER:	Thomas J. McWilliams
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PATENT
 REEL: 026258 FRAME: 0597

ASSIGNMENT

WHEREAS, we, Ryan Steelberg, citizen of the United States of America, with a post office address of 32 Blue Heron, Irvine, California 92603, United States of America; and Chad Steelberg, citizen of the United States of America, with a post address of 22 Beacon Bay, Newport Beach, California 92660, United States of America, hereinafter generally referred to as "ASSIGNORS," have invented a certain new and useful invention for which we have on November 6, 2009 filed an application for Letters Patent of the United States entitled

SYSTEM AND METHOD FOR SEARCHING MEDIA ASSETS

the application having been assigned U.S. Application No. 12/590,345, and

WHEREAS, Brand Affinity Technologies, Inc., a corporation organized and existing under the laws of the State of Delaware, having a post office address of 101 Academy Road, Suite 110, Irvine, California 92617, hereinafter generally referred to as "ASSIGNEE", is desirous of acquiring said invention and said application for Letters Patent from the above-named inventors.

NOW, THEREFORE, in consideration of the sum of One Dollar and other good and valuable executed consideration, the full receipt and sufficiency of all of which are hereby acknowledged, and intending to be legally bound hereby, we, the undersigned ASSIGNORS, hereby agree to sell, assign, transfer and convey and by these presents do sell, assign, transfer and convey unto the above-named ASSIGNEE, the whole and entire right, title and interest

in and to said invention as described in the above application for Letters Patent, for the territory of the United States and its possessions and territories and all foreign countries, and

in and to the above application for Letters Patent, including continuing and/or divisional applications therefore, and any and all United States Letters Patent which may be granted on said application(s) including reissues and reexaminations;

said invention, application and Letters Patent to be held and enjoyed by the above-named ASSIGNEE, for ASSIGNEE's own use and behoof, and for ASSIGNEE's legal representatives and assigns to the full end of the term or terms for which said Letters Patent may be granted, as fully and entirely as the same would have been held by the undersigned ASSIGNORS had this assignment and sale not been made; and for the aforesaid consideration ASSIGNORS hereby covenant, agree and undertake to execute, whenever requested by the above-named ASSIGNEE, all patent applications, assignments, lawful oaths and any other papers which ASSIGNEE may deem necessary or desirable for securing to ASSIGNEE or for maintaining for ASSIGNEE all the Letters Patent hereby assigned or agreed to be assigned; all without further compensation to the undersigned ASSIGNORS.

IN WITNESS WHEREOF, we have set our hands hereto on the dates indicated below.

Date: 1/29/10

[Signature]
(Witness)

[Signature]
RYAN STEELBERG

Date: 2/1/10

[Signature]
(Witness)

[Signature]
CHAD STEELBERG