

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Murali ARAVAMUDAN</td><td>05/11/2007</td></tr><tr><td>Ajit RAJESEKHARAN</td><td>05/11/2007</td></tr><tr><td>Kajamalai G. RAMAKRISHNAN</td><td>05/17/2007</td></tr></tbody></table>		Name	Execution Date	Murali ARAVAMUDAN	05/11/2007	Ajit RAJESEKHARAN	05/11/2007	Kajamalai G. RAMAKRISHNAN	05/17/2007				
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<table border="1"><tr><td>Name:</td><td>Veveo, Inc.</td></tr><tr><td>Street Address:</td><td>40 Shattuck Road</td></tr><tr><td>Internal Address:</td><td>Suite 303</td></tr><tr><td>City:</td><td>Andover</td></tr><tr><td>State/Country:</td><td>MASSACHUSETTS</td></tr><tr><td>Postal Code:</td><td>01810</td></tr></table>		Name:	Veveo, Inc.	Street Address:	40 Shattuck Road	Internal Address:	Suite 303	City:	Andover	State/Country:	MASSACHUSETTS	Postal Code:	01810
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CORRESPONDENCE DATA													
Fax Number: (617)526-5000 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
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ATTORNEY DOCKET NUMBER:	0290672-00138US4												
NAME OF SUBMITTER:	Kathleen M. Bastarache												
Total Attachments: 4 source=290672_138US3_Assignment#page1.tif source=290672_138US3_Assignment#page2.tif source=290672_138US3_Assignment#page3.tif source=290672_138US3_Assignment#page4.tif													

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PATENT
REEL: 026358 FRAME: 0831

ASSIGNMENT

WHEREAS, we, **Murali Aravamudan**, residing at 3 Squire Armour Road, Windham, New Hampshire 03087; **Ajit Rajasekharan**, residing at 5 Le Parc Court, West Windsor, New Jersey 08550; and, **Kajamalai G. Ramakrishnan**, residing at 29 Cadogan Way, Nashua, New Hampshire 03062, are inventors of certain new and useful inventions and discoveries which are disclosed in a patent application entitled **Methods and Systems for Selecting and Presenting Content on a First System Based on User Preferences Learned on a Second System**, which nonprovisional patent application was filed in the United States Patent and Trademark Office on **March 6, 2007** and assigned Application No. **11/682,588**; and

WHEREAS, **Veveo, Inc.**, whose address is 40 Shattuck Road, Suite 303, Andover, Massachusetts 01810, USA, together with its successors and assigns is hereinafter called "ASSIGNEE," is desirous of acquiring the title, rights, benefits, and privileges hereinafter recited.

NOW, THEREFORE, for and in consideration of good and valuable consideration furnished by ASSIGNEE to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservations:

1. Assign, transfer, and convey to ASSIGNEE the entire right, title, and interest in and to said inventions and discoveries, said application for Letters Patent, any and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation, continuation-in-part, and convention applications based in whole, or in part, upon said inventions or discoveries, or upon said applications, and any and all Letters Patents, reissues, and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon, or arise from, said inventions, said discoveries, said applications, and said Letters Patent;

2. Authorize ASSIGNEE to file patent applications in any or all countries on any or all of said inventions and discoveries in our names or in the name of ASSIGNEE or otherwise as ASSIGNEE may deem advisable, under International Conventions or otherwise;

3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments throughout the world to issue or transfer all said Letters Patents to ASSIGNEE, as assignee of the entire right, title, and interest therein or otherwise as ASSIGNEE may direct;

4. Warrant that we have not knowingly conveyed to others any right in said inventions, discoveries, applications, or patents, or any license to use the same, or to make, use, or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to ASSIGNEE without encumbrance;

5. Bind our heirs, legal representatives, and assigns, as well as ourselves, to do, upon ASSIGNEE's request and at ASSIGNEE's expense, but without additional consideration to us or them, all acts reasonably serving to assure that said inventions and discoveries, said patent applications, and said Letters Patents shall be held and enjoyed by ASSIGNEE as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives, and assigns if this Assignment had not been made; and particularly to execute and deliver to ASSIGNEE all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by ASSIGNEE; and to communicate to ASSIGNEE all facts known to us relating to said inventions and discoveries or the history thereof, and to testify as to the same in any court or proceeding; and to furnish ASSIGNEE any and all documents, photographs, models, samples, and other physical exhibits in our control or in the control of our heirs, legal representatives, or assigns which may be useful for establishing the facts of our conceptions, disclosures, and reduction to practice of said inventions and discoveries.

Signed at BANGALORE this 11th day of
MAY, 2007.

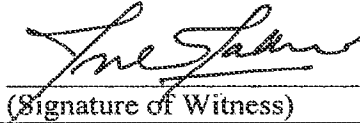


Signature of Murali Aravamudan

Witness Statement

I, MEELA MATHEW, whose full post office address is
28 DEFENCE COLONY, 2ND MAIN, INDIRA NAGAR,
BANGALORE 560038.

state that I was personally present and did see Murali Aravamudan, who is personally known to me to be the person named in the above assignment, duly sign and execute the same on the date set forth above.



(Signature of Witness)

Signed at BANGALORE this 11th day of
MAY, 2007.



Signature of Ajit Rajesekharan

Witness Statement

I, MEELA MATHEW, whose full post office address is
28 DEFENCE COLONY, 2ND MAIN, INDIRA NAGAR
BANGALORE 560038

state that I was personally present and did see Ajit Rajesekharan, who is personally known to me to be the person named in the above assignment, duly sign and execute the same on the date set forth above.



(Signature of Witness)

Signed at ANDOVER, MASSACHUSETTS, USA this 17TH day of
MAY, 2007.

K. G. Ramakrishnan

Signature of Kajamalai G. Ramakrishnan

Witness Statement

I, FERGUS RYAN, whose full post office address is _____
44 JOYCE KILMER ROAD, WEST ROXBURY, MA 02132, USA

state that I was personally present and did see Kajamalai G. Ramakrishnan, who is personally known to me to be the person named in the above assignment, duly sign and execute the same on the date set forth above.

Fergus Ryan
(Signature of Witness)