

**PATENT ASSIGNMENT**

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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>
SKYWORKS INTERACTIVE, INC.	06/23/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	SKYWORKS VENTURES, INC.
<b>Street Address:</b>	177A Gatzmer Ave.
<b>City:</b>	Jamesburg
<b>State/Country:</b>	NEW JERSEY
<b>Postal Code:</b>	08831
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12606232
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(914)288-0023
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	914-288-0022
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<b>Correspondent Name:</b>	Leason Ellis LLP
<b>Address Line 1:</b>	81 Main Street
<b>Address Line 2:</b>	Suite 503
<b>Address Line 4:</b>	White Plains, NEW YORK 10601
<b>ATTORNEY DOCKET NUMBER:</b>	01202/000518-US1
<b>NAME OF SUBMITTER:</b>	David Leason
<b>Total Attachments: 2</b> source=Assignment for filing (00132266)#page1.tif source=Assignment for filing (00132266)#page2.tif	

OP \$40.00 12606232

ASSIGNMENT

SKYWORKS INTERACTIVE, INC., a New Jersey corporation, having a place of business at 177A Gatzmer Ave., Jamesburg, NJ 08831;

(hereinafter "ASSIGNOR") in consideration of the sum of Ten Dollars (\$10.00), or the equivalent thereof, and other good and valuable consideration, the sufficiency of which and receipt of which are hereby acknowledged, paid to ASSIGNOR by

SKYWORKS VENTURES, INC.

a Corporation organized under the laws of Delaware and having a place of business at 177A Gatzmer Ave., Jamesburg, NJ 08831 (hereinafter "ASSIGNEE"), do hereby sell and assign to said ASSIGNEE, its successors and assigns, the below indicated right, title, and interest, **throughout the world** in and to my Invention entitled:

DYNAMIC REASSIGNMENT OF ADVERTISEMENT PLACEMENTS TO  
MAXIMIZE IMPRESSION COUNT

invented by ASSIGNOR or its predecessors in interest and described in Patent Application No. 12/606,232, filed on October 27, 2009, in the United States of America; and all patents, divisions, reissues, continuations and any extensions thereof and rights of priority therein, said interest being my entire ownership interest in the same, to be held and enjoyed by said ASSIGNEE, its successors, assigns, or other legal representatives, to the full end of the term thereof, as fully and entirely as the same would have been held and enjoyed by me if this assignment and sale had not been made, including all rights of Assignor to recover for past infringement thereof;

And for the consideration aforesaid, I hereby covenant and agree to and with said ASSIGNEE, its successors and assigns, that whenever ASSIGNEE, its counsel or representative, or the counsel or representative of its successors or assigns, shall advise that an amendment to, or a division of, or any other proceeding or action in connection with an application concerning said Invention, including interference proceedings, is lawful and desirable, or that a reissue or continuation or extension of such application or patent issuing

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therefrom is lawful and desirable, I will sign all papers and drawings, take all rightful oaths and affidavits, and do all acts necessary or required to be done for the procurement of all lawful rights associated with the invention, or for the reissue or continuation or extension of the same, will do all acts necessary or required to secure in said ASSIGNEE, its successors or assigns, the title to and full benefit of all rights hereby assigned, without charge to said ASSIGNEE or its successors or assigns, but at its or their expense; and I hereby appoint every present or future officer of said ASSIGNEE as my agent to sign all such papers and to do all such necessary acts on my behalf, to the fullest extent permitted by law;

And I hereby authorize and request the Commission of Patents and Trademarks and any other granting authority to issue any Letters Patent resulting from said invention and application(s) concerning same to said ASSIGNEE.

This assignment shall have an effective date corresponding to the last date of execution.

I declare under penalty of perjury under the laws of the United States of America, and under penalty of the laws of any other jurisdiction before which this document may be presented, that I have signed this document as my own free act and that all of the foregoing is true and correct.

Dated: June 23, 2011

  
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SKYWORKS INTERACTIVE,  
INC.

NASIR WATHWANI

Name:

CEO

Title: