

PATENT ASSIGNMENT

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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>Elaine M. Spooner</td><td>04/20/2011</td></tr><tr><td>John D. Koscheka</td><td>04/20/2011</td></tr><tr><td>Michael S. Bessolo</td><td>04/20/2011</td></tr><tr><td>Mark L. Simpson</td><td>04/20/2011</td></tr><tr><td>Jean L. Yuan</td><td>04/20/2011</td></tr><tr><td>J. Craig D. Russell</td><td>04/20/2011</td></tr><tr><td>Christopher M. Bettes</td><td>04/20/2011</td></tr><tr><td>Greg McCarthy</td><td>04/20/2011</td></tr></tbody></table>		Name	Execution Date	Elaine M. Spooner	04/20/2011	John D. Koscheka	04/20/2011	Michael S. Bessolo	04/20/2011	Mark L. Simpson	04/20/2011	Jean L. Yuan	04/20/2011	J. Craig D. Russell	04/20/2011	Christopher M. Bettes	04/20/2011	Greg McCarthy	04/20/2011
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RECEIVING PARTY DATA																			
<table border="1"><tr><td>Name:</td><td>Fox Entertainment Group, Inc.</td></tr><tr><td>Street Address:</td><td>10201 West Pico Boulevard</td></tr><tr><td>City:</td><td>Los Angeles</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>90035</td></tr></table>		Name:	Fox Entertainment Group, Inc.	Street Address:	10201 West Pico Boulevard	City:	Los Angeles	State/Country:	CALIFORNIA	Postal Code:	90035								
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CORRESPONDENCE DATA																			
Fax Number: (310)641-8798 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																			
Phone: 310-641-8797																			
Email: kkrochko@gates-cooper.com																			
Correspondent Name: Jason S. Feldmar																			
Address Line 1: 6701 Center Drive West																			
Address Line 2: Suite 1050																			
Address Line 4: Los Angeles, CALIFORNIA 90045																			

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PATENT  
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ATTORNEY DOCKET NUMBER:	241.13-US-U1
NAME OF SUBMITTER:	Jason S. Feldmar
Total Attachments: 4 source=Assignment_2011-06-28#page1.tif source=Assignment_2011-06-28#page2.tif source=Assignment_2011-06-28#page3.tif source=Assignment_2011-06-28#page4.tif	

## ASSIGNMENT

WHEREAS, Elaine M. Spooner, John D. Koscheka, Michael S. Bessolo, Mark L. Simpson, Jean L. Yuan, J. Craig D. Russell, Christopher M. Bettles, and Greg McCarthy (hereinafter "Assignor(s)"), made certain new and useful inventions and improvements which are entitled CUSTOMIZED BILLBOARD WEBSITE ADVERTISEMENTS

and which are disclosed in:

☒ U.S. Application Serial No. 13/090,997 filed on April 20, 2011, listing the above named person(s) as inventor(s)

AND WHEREAS, Fox Entertainment Group, Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 10201 West Pico Boulevard, Los Angeles CA 90035 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of One Dollar and other good and valuable considerations, the receipt and sufficiency whereof is hereby acknowledged, Assignor(s) have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the application, all divisions, continuations, or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and do hereby authorize and request the Commissioner for Patents to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the Assignee, its successors and assigns;

AND, for the consideration aforesaid, Assignor(s) do hereby agree that they and their executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents,

and will communicate to said Assignee, its successors and representatives all facts known to Assignor(s) relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be;

AND, an attorney of record is authorized and requested by the execution of this assignment to insert into this assignment the filing date and serial number of said application when officially known;

AND, furthermore Assignor(s) covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by Assignor(s) and that full right to convey the same as herein expressed is possessed by Assignor(s).

Date: 4/20/11

Signature: Elaine M. Spooner  
Name: Elaine M. Spooner

Date: 4-20-11

Signature: John D. Koscheka  
Name: John D. Koscheka

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Name: Michael S. Bessolo

Date: 4-20-2011

Signature: Mark L. Simpson  
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Signature: J. Craig D. Russell  
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Signature: Christopher M. Bettles  
Name: Christopher M. Bettles

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Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Name: Jean L. Yuan

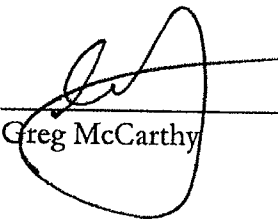
Date: 4-20-2011

Signature: J. Craig D. Russell  
Name: J. Craig D. Russell

Date: 4/20/2011

Signature: Christopher M. Bettes  
Name: Christopher M. Bettes

Date: 4/20/2011

Signature:   
Name: Greg McCarthy

(241.13-US-U1)