

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Brad Krassner	11/24/2008
Nikolai Mentchoukov	11/24/2008
Alan Edwards	11/24/2008
Igor Tchibirev	11/24/2008
RECEIVING PARTY DATA	
Name:	Rich Media Club, LLC
Street Address:	2399 Collins Avenue, Suite 1008
City:	Miami Beach
State/Country:	FLORIDA
Postal Code:	33139
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12589321
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 4:	Miami, FLORIDA 33131
ATTORNEY DOCKET NUMBER:	055368.010100
NAME OF SUBMITTER:	Manuel Valcarcel, Esq.
Total Attachments: 3 source=Patent Assignment-Content Rendering Control cip#page1.tif source=Patent Assignment-Content Rendering Control cip#page2.tif source=Patent Assignment-Content Rendering Control cip#page3.tif	

CH \$40.00 12589321

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PATENT
 REEL: 026643 FRAME: 0962

PATENT ASSIGNMENT

Date: November 24, 2008

WHEREAS, BRAD KRASSNER, a citizen of the United States of America, NIKOLAI MENTCHOUKOV, a citizen of Russia, ALAN EDWARDS, a citizen of the United States of America, and IGOR TCHIBIREV, a citizen of Ukraine hereinafter called the "ASSIGNORS," each represent that they are the co-inventors of a new and useful Content Rendering Control System and Method, for which they are filing a non-provisional patent application as well as a continuation in part application based on U.S. Patent Application Serial No. 11/643,245 to include the new invention; and

WHEREAS, RICH MEDIA CLUB, LLC, a Delaware limited liability company having an office at 2399 Collins Avenue, Suite 1008, Miami Beach, Florida 33139, hereinafter called "ASSIGNEE," desires to acquire the entire right, title and interest in and to said nonprovisional and continuation in part applications and in and to said invention described and claimed in said applications and in and to the right to claim Paris Convention priority in other patent application filings based on said applications and any Letters Patent which may be obtained upon said applications for said invention therein contained.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for Ten Dollars (\$10.00) in hand paid, and for other good and valuable consideration, the receipt and sufficiency of all of which is hereby acknowledged, ASSIGNORS have sold, assigned and transferred, and each of the Assignors does hereby sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, the entire right, title and interest in and to said invention and patent applications, and any divisionals, continuations or continuations-in-part, and in and to the right to claim Paris Convention priority in other patent application filings based on said applications as well as any Letters Patent which may be obtained thereon or therefor in the United States of America and all foreign countries, and in and to any reissues or extensions of any Letters Patent which may be granted for said invention, and in and to any improvements, additions to, or modifications of said invention, which the ASSIGNORS may acquire by invention or otherwise, the same to be held and enjoyed by the ASSIGNEE for its own use and benefit, and for the use and benefit of its successors and assigns, to the full end of the term for which said Letters Patent or any reissues or extensions thereof may be granted, as fully and as entirely as the same might be held by any ASSIGNOR had this Assignment not been made, and each of the ASSIGNORS hereby represents and warrants that he has not executed and will not execute any instrument inconsistent with the rights granted herein, and he hereby binds himself and his heirs, executors, administrators and legal representatives to execute any and all papers and instruments and to do any and all acts which may be necessary or required by the said ASSIGNEE, in order to carry into full force and effect this sale, assignment and transfer, and each of the ASSIGNORS further represents and warrants that he hereby binds himself and his heirs, executors, administrators and legal representatives to communicate at any time, upon request to the said ASSIGNEE, its successors and assigns any facts relating to the said invention and the history thereof known to them or to their heirs, executors, administrators and legal representatives, and that he will testify as to the same in any interference to obtain or any other litigation to enforce the patent or patents which may be granted for said invention when requested to do so by the said ASSIGNEE, its successors or assigns.

Each of the ASSIGNORS hereby authorizes and requests that any Letters Patent which may be granted for said invention be granted to the said ASSIGNEE as the assignee of the entire right, title and interest therein.

IN WITNESS WHEREOF, each of the ASSIGNORS has hereunto set his signature as of the date and year first above written.

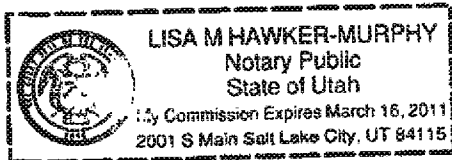
ASSIGNOR:

[Signature]
Brad Krassner

State of Utah)
County of Salt Lake) ss.:

On this 24 day of November, 2008 before me personally appeared Brad Krassner, to me personally known or who has produced Florida DL as identification, who acknowledged that he is the Assignor described in this instrument, and who signed his name hereto.

[Notarial Seal]



Notary: [Signature]
Print Name: Lisa M Hawker-Murphy
Notary Public, State of Utah
My Commission Expires: March 16, 2011

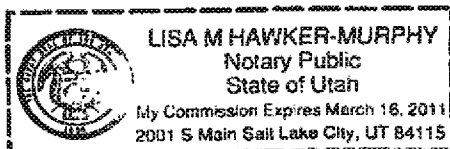
ASSIGNOR:

[Signature]
Nikolai Mentchoukov

State of Utah)
County of Salt Lake) ss.:

On this ____ day of November, 2008 before me personally appeared Nikolai Mentchoukov, to me personally known or who has produced Utah DL as identification, who acknowledged that he is the Assignor described in this instrument, and who signed his name hereto.

[Notarial Seal]



Notary: [Signature]
Print Name: Lisa M Hawker-Murphy
Notary Public, State of Utah
My Commission Expires: March 16, 2011

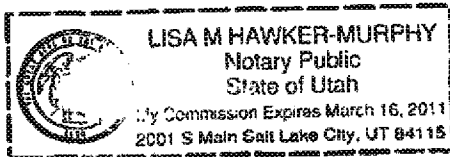
ASSIGNOR:

Alan Edwards
Alan Edwards

State of Utah)
County of Salt Lake) ss.:

On this 27 day of November, 2008, before me personally appeared Alan Edwards, to me personally known or who has produced Florida DL as identification, who acknowledged that he is the Assignor described in this instrument, and who signed his name hereto.

[Notarial Seal]



Notary: Lisa M Hawker-Murphy
Print Name: Lisa M Hawker-Murphy
Notary Public, State of Utah
My Commission Expires: March 16, 2011

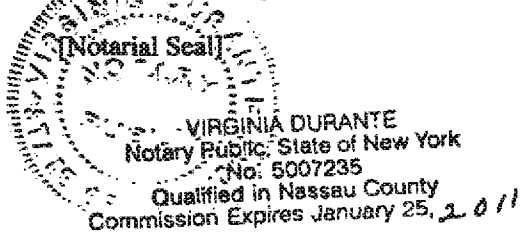
ASSIGNOR:

Igor Tchibirev
Igor Tchibirev

State of New York)
County of Nassau) ss.:

On this 20th day of November, 2008, before me personally appeared Igor Tchibirev, to me personally known or who has produced Drivers License as identification, who acknowledged that he is the Assignor described in this instrument, and who signed his name hereto.

[Notarial Seal]



Notary: Virginia Durante
Print Name: Virginia Durante
Notary Public, State of New York
My Commission Expires: 1/25/2011

MIA 180,318,870v1