

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT												
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Michael D. Ellis</td> <td>11/10/2006</td> </tr> <tr> <td>Jon P. Radloff</td> <td>11/10/2006</td> </tr> <tr> <td>Robert Knee</td> <td>11/10/2006</td> </tr> <tr> <td>Michael L. Craner</td> <td>11/09/2006</td> </tr> <tr> <td>Joshua Berry</td> <td>11/10/2006</td> </tr> </tbody> </table>		Name	Execution Date	Michael D. Ellis	11/10/2006	Jon P. Radloff	11/10/2006	Robert Knee	11/10/2006	Michael L. Craner	11/09/2006	Joshua Berry	11/10/2006
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Joshua Berry	11/10/2006												
<b>RECEIVING PARTY DATA</b>													
<b>Name:</b>	Guideworks, LLC.												
<b>Street Address:</b>	150 Radnor Chester Road												
<b>Internal Address:</b>	Suite 300C												
<b>City:</b>	Radnor												
<b>State/Country:</b>	PENNSYLVANIA												
<b>Postal Code:</b>	19087												
<b>PROPERTY NUMBERS Total: 2</b>													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12819391</td> </tr> <tr> <td>Application Number:</td> <td>13073285</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12819391	Application Number:	13073285						
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<b>CORRESPONDENCE DATA</b>													
<b>Fax Number:</b>	(617)235-9492												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
<b>Phone:</b>	617-951-7000												
<b>Email:</b>	liseann.ruggeri-kalil@ropesgray.com												
<b>Correspondent Name:</b>	Ropes & Gray LLP												
<b>Address Line 1:</b>	Prudential Tower - 800 Boylston Street												
<b>Address Line 2:</b>	IPRM Docketing - 43rd Floor												
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02199												
<b>ATTORNEY DOCKET NUMBER:</b>	001449-0016-103; 104												

**CH \$80.00 12819391**

**501623567**

**PATENT**  
**REEL: 026734 FRAME: 0415**

NAME OF SUBMITTER:

Lise Ann Ruggeri-Kalil

**Total Attachments: 6**

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ASSIGNMENT

Whereas, we, Michael D. Ellis, Jon P. Radloff, Robert Knee, Michael Craner and Joshua Berry, respectively residing and having a post office address at 1300 Kingwood Place, Boulder, Colorado 80340; 5760 Jasper Pointe Circle, Castle Rock, Colorado 80108, 747 Grissom Drive, Lansdale, Pennsylvania; 415 Windsong Lane, Exton, Pennsylvania 19341, and 16 Juniper Ct., Blackwood, New Jersey 08012, have made an invention in:

SYSTEMS AND METHODS FOR USING PLAYLISTS

and are about to make application for United States Letters Patent therefor, the same having been executed by us on even date or dates herewith; and

WHEREAS, GUIDEWORCS, LLC, a corporation organized and existing under the laws of the State of Delaware and having an office and place of business at 150 Radnor Chester Road, Suite 300C, Radnor, Pennsylvania 19087, is desirous of acquiring the entire interest in said invention, said United States patent application and in any Letters Patent which may issue thereon;

NOW, THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) to each of us paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we do hereby sell, assign and transfer unto the said GUIDEWORCS, LLC, its successors, assigns and legal representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States patent application, including any continuations and divisions thereof, and any substitute applications therefor, and any patents which may issue thereon, and any reissues of the same, and including the right to claim priority under the International Convention based on said patent application; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; and we hereby authorize and request competent authorities to grant and issue any and all patents on said invention to the said GUIDEWORCS, LLC as the assignee of the entire interest therein; and we further agree to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

IN TESTIMONY WHEREOF, we have hereunto signed our names on the date(s) indicated hereinafter.

11/10/2006

Date



Michael D. Ellis

Date

Jon P. Radloff

Date

Robert Knee

Date

Michael L. Craner

Date

Joshua Berry

GW-016A

ASSIGNMENT

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Date

\_\_\_\_\_  
Michael D. Ellis

11/10/06  
Date

  
Jon P. Radloff

\_\_\_\_\_  
Date

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Robert Knee

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Michael D. Ellis

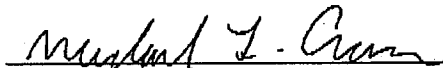
\_\_\_\_\_  
Date

\_\_\_\_\_  
Jon P. Radloff

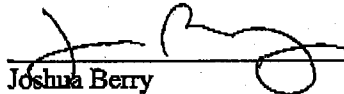
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Robert Knee

11/9/06  
Date

  
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Michael L. Craner

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Date

  
\_\_\_\_\_  
Joshua Berry