

Form PTO-1595 (Rev. 09/04)
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U.S. DEPARTMENT OF COMMERCE
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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

CYNTHIA MYRICKS (08/30/2011) AND
MICHAEL E. MATHEWS (08/30/2011)

Execution Date(s): in parentheses after inventor name

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: LEROY ROBINSON

Internal Address: _____

Street Address: _____

28 EUCLID AVENUE

City: MAPLEWOOD

State: NEW JERSEY

Country: United States of America Zip: 07040

Additional name(s) & address(es) attached: Yes No

3. Nature of Conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

4. Application or patent number(s):

A. Patent Application No.(s)
13/208,725

This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Davy E. Zoneraich
LERNER, DAVID, LITTENBERG,
KRUMHOLZ & MENTLIK, LLP

Internal Address: Atty. Dkt.: OFFSB 3.0-001 CIP

Street Address: 600 South Avenue West

City: Westfield

State: NJ Zip: 07090

Phone Number: (908) 518-6355

Fax Number: (908) 654-0415

Email Address: dzoneraich@ldlkm.com

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 12-1095
Authorized User Name Davy E. Zoneraich

9. Signature:

Signature

September 23, 2011

Date

Davy E. Zoneraich -37,267
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 3

CH \$40.00 121095 13208725

former PTO/SB/15 (8-00) Modified LDLK&M

ASSIGNMENT OF UTILITY APPLICATION	Docket Number (Optional)
	OFFSB 3.0-001 CIP

Whereas, I, Cynthia Myricks of
1928 Tremont Street S.E; Apt#1; Massillon, Ohio 44646

hereafter referred to as assignor, have with others invented certain new and useful improvements in
**METHOD AND SYSTEM FOR SEARCHING FOR, AND MONITORING ASSESSMENT OF,
ORIGINAL CONTENT CREATORS AND THE ORIGINAL CONTENT THEREOF**

for which an application for a United States Letters Patent was filed on August 12, 2011
Application Number 13/208,725

for which an application for a United States Letters Patent was executed by me on _____,
and _____

Whereas, Leroy Robinson
a corporation of United States of America herein referred to as "assignee" whose mailing address is
28 Euclid Avenue; Maplewood, New Jersey 07040

is desirous of acquiring the entire right, title and interest in the same;

NOW, THEREFORE, in consideration of the sum of one dollars (\$ 1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I as assignor hereby sell, assign and set over to said assignee my entire right, title and interest for the United States of America and all other countries in and to said invention and the aforesaid utility patent application and all original, divisional, continuation, continuation-in-part, substitute or reissue applications and patents applied for or granted therefor in the United States of America and all other countries, for said invention, including without limitation all applications and patents for said invention claiming priority or benefit of the aforesaid utility application pursuant to any law or treaty, and including the right to claim such priority or benefit and the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all patents on said improvements or resulting therefrom to said assignee herein, as assignee of the entire interest therein; and the undersigned for me and my legal representatives, heirs and assigns do hereby agree and covenant without further remuneration, to execute and deliver all original, divisional, continuation, reissue and other applications for Letters Patent on said improvements and all assignments thereof to said assignee or its assigns, to communicate to said assignee or its representatives all facts known to the undersigned respecting said improvements, whenever requested, to testify in any interferences or other legal proceedings in which any of said applications or patents may become involved, to sign all lawful papers, make all rightful oaths, and to do generally everything necessary to aid assignee, its successors, assigns and nominees to obtain patent protection for said improvements in all countries, the expenses incident to said applications to be borne and paid by said assignee.

And I do hereby authorize my attorneys to insert on this deed the filing date and application number of said application when known.

8/30/11 (Date) Cynthia Myricks (Signature)

State of Ohio) SS:
County of Frank)

On this 30th day of August, 2011 before me personally came the above-named Cynthia Myricks, to me personally known as the individual who executed the foregoing instrument, who acknowledged to me that the same was executed by him/her of his/her own free will on the premises herein set forth.

Lola Buonocore
(Notary Public) Notary Public, State of Ohio
My Commission Expires
September 4, 2016

*Total of 2 forms are submitted.

LD-528

former PTO/SB/15 (8-00) Modified LDLK&M

ASSIGNMENT OF UTILITY APPLICATION	Docket Number (Optional)
	OFFSB 3.0-001 CIP

Whereas, I, Michael E. Mathews of
445 Henrietta Avenue, N.E.; Canton, Ohio 44704-2363

hereafter referred to as assignor, have with others invented certain new and useful improvements in
METHOD AND SYSTEM FOR SEARCHING FOR, AND MONITORING ASSESSMENT OF,
ORIGINAL CONTENT CREATORS AND THE ORIGINAL CONTENT THEREOF

for which an application for a United States Letters Patent was filed on August 12, 2011
Application Number 13/208,725

for which an application for a United States Letters Patent was executed by me on _____
and _____

Whereas, Leroy Robinson
a corporation of United States of America herein referred to as "assignee" whose mailing address is
28 Euclid Avenue; Maplewood, New Jersey 07040
is desirous of acquiring the entire right, title and interest in the same;

NOW, THEREFORE, in consideration of the sum of one dollars (\$ 1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I as assignor hereby sell, assign and set over to said assignee my entire right, title and interest for the United States of America and all other countries in and to said invention and the aforesaid utility patent application and all original, divisional, continuation, continuation-in-part, substitute or reissue applications and patents applied for or granted therefor in the United States of America and all other countries, for said invention, including without limitation all applications and patents for said invention claiming priority or benefit of the aforesaid utility application pursuant to any law or treaty, and including the right to claim such priority or benefit and the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all patents on said improvements or resulting therefrom to said assignee herein, as assignee of the entire interest therein; and the undersigned for me and my legal representatives, heirs and assigns do hereby agree and covenant without further remuneration, to execute and deliver all original, divisional, continuation, reissue and other applications for Letters Patent on said improvements and all assignments thereof to said assignee or its assigns, to communicate to said assignee or its representatives all facts known to the undersigned respecting said improvements, whenever requested, to testify in any interferences or other legal proceedings in which any of said applications or patents may become involved, to sign all lawful papers, make all rightful oaths, and to do generally everything necessary to aid assignee, its successors, assigns and nominees to obtain patent protection for said improvements in all countries, the expenses incident to said applications to be borne and paid by said assignee.

And I do hereby authorize my attorneys to insert on this deed the filing date and application number of said application when known.

8/30/11

(Date)

Michael E. Mathews

(Signature)

State of Ohio) SS:
County of Stark)

On this 30th day of August, 2011 before me personally came the above-named Michael E. Mathews, to me personally known as the individual who executed the foregoing instrument, who acknowledged to me that the same was executed by him/her of his/her own free will and for the purposes therein set forth.

Lina Buonocore

(Notary Public)

Notary Public, State of Ohio
My Commission Expires
September 4, 2016

*Total of 2 forms are submitted.

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