

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Brendan Kitts	10/02/2011
Brian Burdick	10/06/2011
Dyng Au	10/06/2011
Tyson Roberts	10/10/2011
RECEIVING PARTY DATA	
Name:	Lucid Commerce, Inc.
Street Address:	159 South Jackson Street
Internal Address:	Suite 200
City:	Seattle
State/Country:	WASHINGTON
Postal Code:	98104
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13209346
CORRESPONDENCE DATA	
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
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Address Line 1:	P.O. BOX 1247
Address Line 4:	SEATTLE, WASHINGTON 98111-1247
ATTORNEY DOCKET NUMBER:	68414-8001.US01
NAME OF SUBMITTER:	Sandy Reisman

OP \$40.00 13209346

Total Attachments: 5

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ASSIGNMENT BY INVENTORS

This Assignment is by Brendan Kitts; Brian Burdick; Dyng Au; and Tyson Roberts (the "Assignors"), residing at 4506 S.W. Alaska Street, Seattle, Washington 98116; 15624 S.E. 83rd Court, Newcastle, Washington 98059; 210 East Blaine Street #405, Seattle, Washington 98102; and 24128 S.E. 35th Place, Issaquah, Washington 98029, respectively. The Assignors have invented one or more certain inventions (the "Invention(s)") described in a Patent application for Letters Patent of the United States entitled METHOD AND SYSTEM FOR AUTOMATICALLY TARGETING ADS TO TELEVISION MEDIA USING DEMOGRAPHIC SIMILARITY (the "Application"), already filed on August 12, 2011 as U.S. Application No. 13/209,346.

Lucid Commerce, Inc., a Corporation of Delaware having its principal place of business at 159 South Jackson Street, Suite 200, Seattle, Washington 98104 ("Assignee"), desires to acquire the entire right, title and interest in and to the Invention(s) and the Application, and in and to any patents (collectively, "Patents") that may be granted for the Invention(s) in the United States or in any foreign countries.

For valuable consideration, the receipt and sufficiency of which Assignors acknowledge, Assignors hereby sell, assign, and transfer to Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to: the Invention(s), the Application, and any Patents; any divisions, continuations, and continuations-in-part of the Application and any other application claiming priority rights from the Application; any reissues, reexaminations, or extensions of any and all Patents; the right to file foreign applications directly in the name of Assignee; and the right to claim priority rights deriving from the Application (collectively, the "Rights"). Assignors warrant that Assignors own the Rights, and that the Rights are unencumbered. Assignors also agree to not sign any writing or do any act conflicting with this assignment, and, without further compensation, sign all documents and do such additional acts as Assignee deems necessary or desirable to: perfect Assignee's enjoyment of the Rights; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights.

Assignors request the Commissioner of Patents to issue any Patent of the United States that may be issued on the Invention(s) to Assignee. This Assignment may be executed in counterparts.

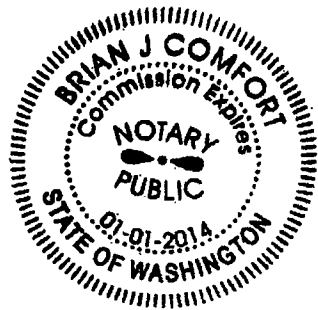
B. J. Kitts
Brendan Kitts

Date: Oct 2, 2011

United States of America)
State of WASHINGTON) ss.:
County of KING)

On this 2 day of OCTOBER, 2011, before me personally came Brendan Kitts, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Brian J. Comfort
Notary Public

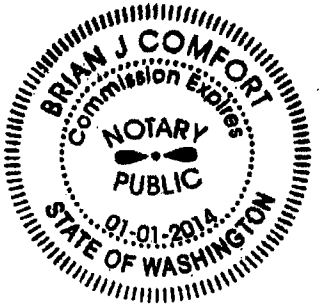


Brian Burdick
Brian Burdick

Date: 10/6/2011

United States of America)
State of Washington) SS.:
County of King)

On this 6 day of October, 2011, before me personally came Brian Burdick, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.



Brian J. Comfort
Notary Public

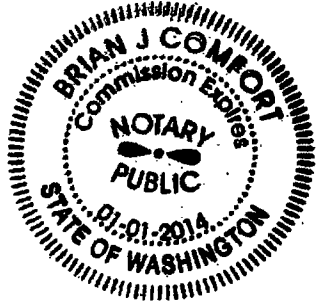
[Handwritten Signature]

Dyng Au

Date: 10/6/11

United States of America)
State of Washington) ss.:
County of King)

On this 6 day of October, 2011, before me personally came Dyng Au, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.



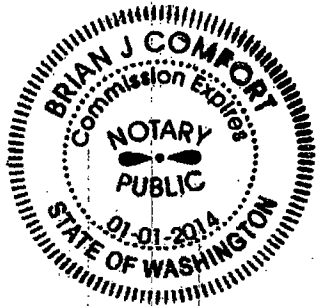
[Handwritten Signature]
Notary Public

Tyson Roberts
Tyson Roberts

Date: 10/10/2011

United States of America)
State of WASHINGTON) ss.:
County of King)

On this 10 day of OCTOBER, 2011, before me personally came Tyson Roberts, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.



Brian J. Comport
Notary Public