

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Johannes Berg	11/04/2011
Marcus Wikars	11/04/2011
Magnus Holtlund	11/04/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	LUMI TECHNOLOGIES, INC.
<b>Street Address:</b>	1501 BROADWAY, 12TH FLOOR
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10036
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	13269269
<b>CORRESPONDENCE DATA</b>	
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<b>Correspondent Name:</b>	Zachary D. Hyde
<b>Address Line 1:</b>	One Financial Center
<b>Address Line 2:</b>	Brown Rudnick LLP
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02111
<b>ATTORNEY DOCKET NUMBER:</b>	29090/9
<b>NAME OF SUBMITTER:</b>	Zachary D. Hyde
Total Attachments: 5	

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**PATENT  
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## ASSIGNMENT

Johannes Berg of Vasa, Finland; Marcus Wikars of Vasa, Finland; and Magnus Holthund of Vasa, Finland (referred to as "Assignor") has made an invention (the "Invention") set forth in an application for patent of the United States, entitled DISTRIBUTION OF CONTENT AND BEHAVIOR TO DISPARATE PLATFORMS, and which is a:

- (1)  provisional application
  - (a)  to be filed herewith; or
  - (b)  bearing Application No.      and filed on      ; or
  
- (2)  non-provisional application
  - (a)  to be filed herewith; or
  - (b)  bearing Application No. 13/269,269, and filed on October 7, 2011.

**WHEREAS, LUMI TECHNOLOGIES, INC.**, a company having a place of business at 1501 Broadway, 12<sup>th</sup> Floor, New York, NY 10036 (the "Assignee"), is desirous of acquiring the entire right, title, and interest in: the Invention; the application for patent identified in paragraph (1) or (2); the right to file applications for patent of the United States or other countries on the Invention; any application for patent of the United States or other countries claiming priority to these application; any provisional or other right to recover damages, including royalties, for prior infringements of these applications; and any patent of the United States or other countries that may be granted therefor or thereon.

**NOW, THEREFORE**, for good and sufficient consideration, the receipt of which is hereby acknowledged, and to the extent that the Assignor has not done so already via a prior agreement with the Assignee, or if the Assignor has already done so via a prior agreement with the Assignee then in confirmation of any obligation to do so in said prior agreement, the Assignor has sold, assigned, transferred, and set over, and by these presents does sell, assign, transfer, and set over, unto the Assignee, its successors, legal representatives, and assigns, the Assignor's entire right, title, and interest in:

- (a) the Invention(s);
- (b) the application for patent identified in paragraph (1) or (2);
- (c) the right to file applications for patent of the United States or other countries on the Invention(s), including all rights under the Paris Convention for the Protection of Industrial Property and under the Patent Cooperation Treaty;
- (d) any application(s) for patent of the United States or other countries claiming the Invention(s);

(e) any application(s) for patent of the United States or other countries claiming priority to the application for patent identified in paragraph (1) or (2) or any application(s) for patent claiming the Invention(s), including any division(s), continuation(s), and continuation(s)-in-part; and

(f) any provisional or other right to recover damages, including royalties, for prior infringements of any application for patent identified in the preceding paragraphs (b)-(e); and

(g) any patent(s) of the United States or other countries that may be granted for or on any application for patent identified in the preceding paragraphs (b)-(e), including any reissue(s) and extension(s) of said patent(s).

The above-granted rights, titles, and interests are to be held and enjoyed by the Assignee, for its own use and behalf and the use and behalf of its successors, legal representatives, and assigns, as fully and entirely as the same would have been held and enjoyed by the Assignor had this sale and assignment not been made.

The Assignor hereby represents to the Assignee, its successors, legal representatives, and assigns, that, at the time of execution and delivery of these presents, or if applicable, at such time said prior agreement was executed, the Assignor is a lawful owner of an undivided interest in the entire right, title, and interest in and to the Invention(s), that the Invention(s) are unencumbered, except, if applicable, by obligation to assign in accordance with said prior agreement, and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner set forth herein.

The Assignor hereby covenants and agrees to and with the Assignee, its successors, legal representatives, and assigns, that the Assignor will sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done in connection with any and all proceedings for the procurement, maintenance, enforcement and defense of the Invention(s), said applications, and said patents, including interference proceedings, without charge to the Assignor, its successors, legal representatives, and assigns, but at the cost and expense of the Assignee, its successors, legal representatives, and assigns.

The Assignor hereby authorizes and requests the attorneys of BROWN RUDNICK LLP to insert in the spaces provided above the filing date, the application number, and the attorney docket number of the application identified in paragraph (1) or (2) when known.

The Assignor hereby requests the Commissioner of Patents to issue said patents of the United States to the Assignee for the sole use and behalf of the Assignee, its successors, legal representatives, and assigns.

Date: 4.11.2011

By: Johannes Berg  
Johannes Berg

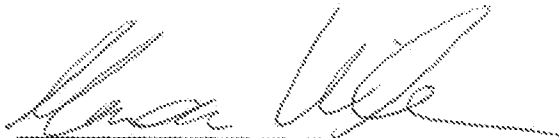
WITNESSED:

Date: 4.11.2011

By: Jonas Österaker

JONAS ÖSTERAKER  
(Print name)

Date: 4.11.2011

By:   
Marcus Wikars

WITNESSED:

Date: 4.11.2011

By: Jonas Österåker

JONAS ÖSTERÅKER  
(Print name)

Date: 4.11.2011

By: Magnus Holtlund  
Magnus Holtlund

WITNESSED:

Date: 4.11.2011

By: Jonas Österaker

JONAS ÖSTERAKER  
(Print name)

# 1863110