

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Vendaria Media, Inc.	08/26/2008
RECEIVING PARTY DATA	
Name:	Dandia Audio KG Limited Liability Company
Street Address:	2711 Centerville Road, Suite 400
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19808
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12605830
CORRESPONDENCE DATA	
Fax Number:	(608)258-4258
Phone:	608-257-5035
Email:	ptomailmadison@foley.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	Paul S. Hunter
Address Line 1:	Foley & Lardner LLP
Address Line 2:	150 E. Gilman St.
Address Line 4:	Madison, WISCONSIN 53703
ATTORNEY DOCKET NUMBER:	088245-5464
NAME OF SUBMITTER:	Paul S. Hunter
Total Attachments: 6 source=5464_Assignment#page1.tif source=5464_Assignment#page2.tif source=5464_Assignment#page3.tif source=5464_Assignment#page4.tif source=5464_Assignment#page5.tif source=5464_Assignment#page6.tif	

OP \$40.00 12605830

501753624

PATENT
REEL: 027373 FRAME: 0660

Exhibit B

ASSIGNMENT OF PATENT RIGHTS

For good and valuable consideration, the receipt of which is hereby acknowledged, Vendaria Media, Inc., a Washington corporation, with an office at 911 Western Avenue, Suite 350, Seattle, WA 98104 ("Assignor"), does hereby sell, assign, transfer, and convey unto Dandia Audio KG Limited Liability Company, a Delaware limited liability company, with an address at 2711 Centerville Road, Suite 400, Wilmington, DE 19808 ("Assignee"), or its designees, all right, title, and interest that exist today and may exist in the future in and to any and all of the following (collectively, the "Patent Rights"):

(a) the provisional patent applications, patent applications and patents listed in the table below (the "Patents");

(b) all patents and patent applications (i) that are Related Assets (as defined below), and/or (ii) that were co-owned applications that incorporate by reference, or are incorporated by reference into, the Patents;

(c) all reissues, reexaminations, extensions, continuations, continuations in part, continuing prosecution applications, requests for continuing examinations, divisions, registrations of any item in any of the foregoing categories (a) and (b);

(d) all foreign patents, patent applications, and counterparts relating to any item in any of the foregoing categories (a) through (c), including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances;

(e) all items in any of the foregoing in categories (b) through (d), whether or not expressly listed as Patents below and whether or not claims in any of the foregoing have been rejected, withdrawn, cancelled, or the like;

(f) inventions, invention disclosures, and discoveries described in any of the Patents and/or any item in the foregoing categories (b) through (e) that (i) are included in any claim in the Patents and/or any item in the foregoing categories (b) through (e), (ii) are subject matter capable of being reduced to a patent claim in a reissue or reexamination proceedings brought on any of the Patents and/or any item in the foregoing categories (b) through (e), and/or (iii) could have been included as a claim in any of the Patents and/or any item in the foregoing categories (b) through (e);

(g) all rights to apply in any or all countries of the world for patents, certificates of invention, utility models, industrial design protections, design patent protections, or other governmental grants or issuances of any type related to any item in any of the foregoing categories (a) through (f), including, without limitation, under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement, or understanding;

PATENT
REEL: 021511 FRAME: 0590

PATENT
REEL: 027373 FRAME: 0661

(b) all causes of action (whether known or unknown or whether currently pending, filed, or otherwise) and other enforcement rights under, or on account of, any of the Patents and/or any item in any of the foregoing categories (b) through (g), including, without limitation, all causes of action and other enforcement rights for

- (1) damages,
- (2) injunctive relief, and
- (3) any other remedies of any kind

for past, current, and future infringement; and

- (i) all rights to collect royalties and other payments under or on account of any of the Patents and/or any item in any of the foregoing categories (b) through (h)

For purposes of this Assignment of Patent Rights, "Related Asset" means, with respect to a specified Patent, (a) those patents and patent applications (i) that directly claim priority to such Patent or to any other Related Asset of such Patent, and/or (ii) from which such Patent or any other Related Asset of such Patent directly claims priority, together with (b) those patents and patent applications (1) that directly claim priority to any patents or patent applications described in the foregoing subparagraph (a), and/or (2) from which any of the patents or patent applications described in the foregoing subparagraph (a) directly claims priority.

Patent or Application No.	Country	Filing Date	Title of Patent and First Named Inventor
6,925,495	USA	July 13, 2001	Method and System for Delivering and Monitoring an On-Demand Playlist Over a Network Using a Template (Hegde)
7,155,436	USA	Jan. 15, 2002	Method and System for Generating and Providing Rich Media Presentations Optimized for a Device Over a Network (Hegde)
US20020129089 (10/064,239)	USA	Feb. 25, 2002	Method and System for Delivering Technology-Agnostic Rich Media Content within an Email, Banner Ad, and Web Page (Hedge)

Patent or Application No.	Country	Filing Date	Title of Patent and First Named Inventor
US20070067315 (11/603,381)	USA	Nov. 21, 2006	Method and System for Generating and Providing Rich Media Presentations Optimized for a Device Over a Network (Hegde)

Assignor represents, warrants and covenants that:

(1) Assignor has the full power and authority, and has obtained all third party consents, approvals and/or other authorizations required to enter into this Agreement and to carry out its obligations hereunder, including the assignment of the Patent Rights to Assignee; and

(2) Assignor owns, and by this document assigns to Assignee, all right, title, and interest to the Patent Rights, including, without limitation, all right, title, and interest to sue for infringement of the Patent Rights. Assignor has obtained and properly recorded previously executed assignments for the Patent Rights as necessary to fully perfect its rights and title therein in accordance with governing law and regulations in each respective jurisdiction. The Patent Rights are free and clear of all liens, claims, mortgages, security interests or other encumbrances, and restrictions. To Assignee's knowledge, there are no actions, suits, investigations, claims, or proceedings threatened, pending, or in progress relating in any way to the Patent Rights. There are no existing contracts, agreements, options, commitments, or rights with, to, or in any person to acquire any of the Patent Rights.

Assignor hereby authorizes the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or instances that may be granted upon any of the Patent Rights in the name of Assignee, as the assignee to the entire interest therein.

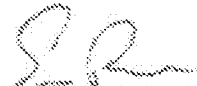
Assignor will, at the reasonable request of Assignee and without demanding any further consideration therefore, do all things necessary, proper, or advisable, including without limitation, the execution, acknowledgment, and recordation of specific assignments, oaths, declarations, and other documents on a country-by-country basis, to assist Assignee in obtaining, perfecting, and/or sustaining the Patent Rights.

The terms and conditions of this Assignment of Patent Rights will inure to the benefit of Assignee, its successors, assigns, and other legal representatives and will be binding upon Assignor, its successors, assigns, and other legal representatives.

IN WITNESS WHEREOF this Assignment of Patent Rights is executed at SEATTLE,
WA on AUGUST 26th, 2008.

ASSIGNOR:

Vendaria Media, Inc.

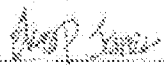
By: Name: Scott BondTitle: President/CEO

(Signature MUST be notarized)

STATE OF Washington)COUNTY OF King)

On August 14th, 2008, before me, Eric P. Jarrett
Notary Public in and for said State, personally appeared Scott Bond
personally known to me (or proved to me on the basis of satisfactory evidence) to be the
person whose name is subscribed to the within instrument and acknowledged to me that
he/she executed the same in his/her authorized capacity, and that by his/her signature on the
instrument the person, or the entity upon behalf of which the person acted, executed the
instrument.

WITNESS my hand and official seal.

Signature 

(Seal)

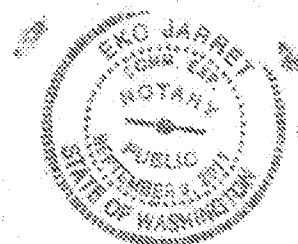


Exhibit C

ASSIGNMENT OF RIGHTS IN CERTAIN ASSETS

For good and valuable consideration, the receipt of which is hereby acknowledged, Vendor Media, Inc., a Washington corporation, with an office at 911 Western Avenue, Suite 200, Seattle, WA 98104 ("Assignor"), does hereby sell, assign, transfer, and convey unto David A. Kip, KIP Limited Liability Company, a Delaware limited liability company, with an address at 3711 Center City Road, Suite 400, Wilmington, DE 19802 ("Assignee"), or its designee, the right, title, and interest in and to any and all of the following provisions: patent applications, patent applications, patents, and other governmental grants or issuances or any kind (the "Certain Assets").

Patent or Application No.	Country	Filing Date	Title of Patent and Exact Named Invention
60717714 (Provisional)	USA	July 11, 2008	Method and System for Delivering and Monitoring an On-Demand Playlist Over a Network Using a Template (Hedge)
60701717 (Provisional)	USA	Jan. 12, 2009	Method and System for Locating and Providing Rich Media Promotions Optimized for a Device Over a Network (Hedge)
60717715 (Provisional)	USA	Feb. 23, 2009	Method and System for Delivering Technology Agnostic Rich Media Content within an Email, Banner Ad, and Web Page (Hedge)

Assignor assigns to Assignee all rights to the inventions, inventions in development, and discoveries in the inventions listed above, together with the right, if any, to acquire prosecution of claims under such assets and to sue or otherwise enforce any claims under with respect to the past, present or future infringement.

Assignor hereby authorizes the respective patent office or governmental agency in each jurisdiction to make available to Assignee all records regarding the Certain Assets.

The terms and conditions of this Assignment of Rights in Certain Assets will inure to the benefit of Assignee, its successors, assigns, and other legal representatives and will be binding upon Assignor, its successors, assigns, and other legal representatives.

DATED this 28th day of August, 2008

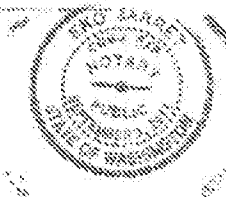
ASSIGNOR:

Vendor Media, Inc.

Notary: Scott Kemp

Title: President, E. 379

David A. Kip
with: [Signature]



PATENT
REEL: 021511 FRAME: 0594

PATENT
REEL: 027373 FRAME: 0665

ASSIGNOR:

Vendaria Media, Inc.

By: SQName: Sean R. RasmussenTitle: President & CEO

(Signature MUST be notarized)

STATE OF WashingtonCOUNTY OF King

On August 26th 2009, before me, EKO P. JARRET
Notary Public in and for said State, personally appeared SEAN RASMUSSEN
personally known to me (or proved to me on the basis of satisfactory evidence) to be the
person whose name is subscribed to the within instrument and acknowledged to me that
he/she executed the same in his/her authorized capacity, and that by his/her signature on the
instrument the person, or the entity upon behalf of which the person acted, executed the
instrument.

WITNESS my hand and official seal.

Signature Eko P. Jarret

(Seal)

