

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | | | | | | | |
|--|-----------------------------------|---------------|----------------|---------------------|-------------------------|-----------------------|---------------|------------------|------------|---------------------|------------|-------------------|------------|-------------------|------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT | | | | | | | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Jose Pio Pereira</td> <td>12/15/2011</td> </tr> <tr> <td>Sunil Suresh Kulkarni</td> <td>12/15/2011</td> </tr> <tr> <td>Oleksiy Bolgarov</td> <td>12/15/2011</td> </tr> <tr> <td>Prashant Ramanathan</td> <td>12/15/2011</td> </tr> <tr> <td>Shashank Merchant</td> <td>12/15/2011</td> </tr> <tr> <td>Mihailo Stojancic</td> <td>12/15/2011</td> </tr> </tbody> </table> | | Name | Execution Date | Jose Pio Pereira | 12/15/2011 | Sunil Suresh Kulkarni | 12/15/2011 | Oleksiy Bolgarov | 12/15/2011 | Prashant Ramanathan | 12/15/2011 | Shashank Merchant | 12/15/2011 | Mihailo Stojancic | 12/15/2011 |
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| Jose Pio Pereira | 12/15/2011 | | | | | | | | | | | | | | |
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| Shashank Merchant | 12/15/2011 | | | | | | | | | | | | | | |
| Mihailo Stojancic | 12/15/2011 | | | | | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | | | | | |
| <table border="1"> <tr> <td>Name:</td> <td>Zeitera, LLC</td> </tr> <tr> <td>Street Address:</td> <td>67 E. Evelyn Avenue, #4</td> </tr> <tr> <td>City:</td> <td>Mountain View</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94041</td> </tr> </table> | | Name: | Zeitera, LLC | Street Address: | 67 E. Evelyn Avenue, #4 | City: | Mountain View | State/Country: | CALIFORNIA | Postal Code: | 94041 | | | | |
| Name: | Zeitera, LLC | | | | | | | | | | | | | | |
| Street Address: | 67 E. Evelyn Avenue, #4 | | | | | | | | | | | | | | |
| City: | Mountain View | | | | | | | | | | | | | | |
| State/Country: | CALIFORNIA | | | | | | | | | | | | | | |
| Postal Code: | 94041 | | | | | | | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13327359</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 13327359 | | | | | | | | | | |
| Property Type | Number | | | | | | | | | | | | | | |
| Application Number: | 13327359 | | | | | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | | | | | |
| Fax Number: | (919)806-1690 | | | | | | | | | | | | | | |
| Phone: | 919-806-1600 | | | | | | | | | | | | | | |
| Email: | laspataro@usiplawgroup.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: | PRIEST & GOLDSTEIN PLLC | | | | | | | | | | | | | | |
| Address Line 1: | 5015 SOUTHPARK DRIVE | | | | | | | | | | | | | | |
| Address Line 2: | SUITE 230 | | | | | | | | | | | | | | |
| Address Line 4: | DURHAM, NORTH CAROLINA 27713-7736 | | | | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 205.0020 | | | | | | | | | | | | | | |

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NAME OF SUBMITTER:

Peter H. Priest

Total Attachments: 7

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ASSIGNMENT AND AGREEMENT

For value received, we, Jose Pio Pereira of Cupertino, California; Sunil Suresh Kulkarni of Santa Cruz, California; Oleksiy Bolgarov of San Jose, California; Prashant Ramanathan of Mountain View, California; Shashank Merchant of Sunnyvale, California; and Mihailo Stojancic of San Jose, California; hereby sell, assign and transfer to Zeitera, LLC, a corporation of the State of Delaware, having an office at 67 E. Evelyn Avenue, #4, Mountain View, California, and its successors, assigns and legal representatives, the entire right, title and interest, for the United States of America, in and to certain inventions related to **TV Content Segmentation, Categorization and Identification and Time-Aligned Applications** which is being filed herewith, and all the rights and privileges in said application and under any and all Letters Patent that may be granted in the United States for said inventions; and we also concurrently hereby sell, assign and transfer to Zeitera, LLC, the entire right, title and interest in and to said inventions for all countries foreign to the United States, including all rights of priority arising from the application aforesaid, and all the rights and privileges under any and all forms of protection, including Letters Patent, that may be granted in said countries foreign to the United States for said inventions.

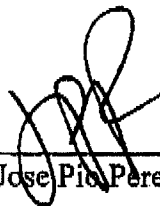
We authorize Zeitera, LLC to make application for such protection in its own name and maintain such protection in any and all countries foreign to the United States, and to invoke and claim for any application for patent or other form of protection for said inventions, without further authorization from us, any and all benefits, including the right of priority provided by any and all treaties, conventions, or agreements.

We hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country in proof of the right of Zeitera, LLC to apply for patent or other form of protection for said inventions and to claim the aforesaid benefit of the right of priority.

We request that any and all patents for said inventions be issued to Zeitera, LLC in the United States and in all countries foreign to the United States, or to such nominees as Zeitera, LLC may designate.

We agree that, when requested, we shall, without charge to Zeitera, LLC but at its expense, sign all papers, and do all acts which may be necessary, desirable or convenient in connection with said applications, patents, or other forms of protection.


205,0020



Jose Pio Pereira

Date: 12/15/2011

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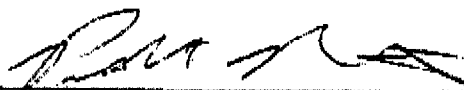
Sunil Suresh Kulkarni
Date: Dec. 15 / 2011

205.0020

Oleksiy Bolgarov
Oleksiy Bolgarov

Date: Dec. 15, 2011

205.0020



Prashant Ramanathan

Date: 12/15/2011

205.0020

S.C. Merchant
Shashank Merchant

Date: 12/15/11

205.0020


Mihailo Stojancic

Date: 12/15/2011