

## PATENT ASSIGNMENT

Electronic Version v1.1  
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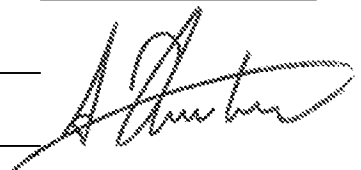
SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Alexander Shustorovich</td> <td>01/09/2012</td> </tr> <tr> <td>Olga Zakharova</td> <td>01/09/2012</td> </tr> <tr> <td>Natalia Churakova</td> <td>01/09/2012</td> </tr> </tbody> </table>		Name	Execution Date	Alexander Shustorovich	01/09/2012	Olga Zakharova	01/09/2012	Natalia Churakova	01/09/2012				
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>Pleiades Publishing Limited Inc.</td> </tr> <tr> <td>Street Address:</td> <td>675 Third Ave., 23rd Floor</td> </tr> <tr> <td>Internal Address:</td> <td>c/o Elliot Horowitz and Co.</td> </tr> <tr> <td>City:</td> <td>New York</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10017</td> </tr> </table>		Name:	Pleiades Publishing Limited Inc.	Street Address:	675 Third Ave., 23rd Floor	Internal Address:	c/o Elliot Horowitz and Co.	City:	New York	State/Country:	NEW YORK	Postal Code:	10017
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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>13347231</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13347231								
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Application Number:	13347231												
CORRESPONDENCE DATA													
<p>Fax Number: (216)696-8731          Phone: 2166968730          Email: cmartin@thepatentattorneys.com  <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Thomas E. Watson          Address Line 1: 127 Public Square          Address Line 4: Cleveland, OHIO 44114</p>													
ATTORNEY DOCKET NUMBER:	AKADP103USA												
NAME OF SUBMITTER:	Thomas E. Watson												
<p>Total Attachments: 4          source=Assignment-as-filed#page1.tif          source=Assignment-as-filed#page2.tif          source=Assignment-as-filed#page3.tif          source=Assignment-as-filed#page4.tif</p>													

OP \$40.00 13347231


**ASSIGNMENT OF PATENT RIGHTS**

- (1) For good and valuable consideration, the receipt of which is hereby acknowledged, I [we], the undersigned inventor[s]:

Given Name:	Alexander Shustorovich		
Residence:	New York, New York	Citizenship:	United States
Mailing Address:	146 West 57th Street		
	New York New York 10017		



Given Name:	Olga Zakharova		
Residence:	Moscow, Russia	Citizenship:	Russia
Mailing Address:	Bakuleva street, d, 10, kv, 566		
	Moscow, Russia		



Given Name:	Natalia Churakova		
Residence:	Moscow, Russia	Citizenship:	Russia
Mailing Address:	Leninsky avenue, d, 139, kv, 24		
	Moscow, Russia		



hereby sell, assign, transfer, and convey unto:

**Pleiades Publishing Limited Inc.**

a BVI Corporation, having an address at Pleiades Publishing Limited Inc., c/o Elliot Horowitz and Co., 675 Third Ave., 23rd Floor, New York , NY 10017 ("Assignee"), and its successors, assigns and legal representatives, all right, title, and interest that exist today and may exist in the future in and to any and all of the following (collectively, "Patent Rights"):

- (a) The U.S. Patent Application ("Application") entitled:

**INTERACTIVE ELECTRONIC BOOK**

which was filed on	<u>January 10, 2012</u>	as
United States Application Number	<u>13/347,231</u>	and

which has been executed by the undersigned prior hereto or concurrently herewith;

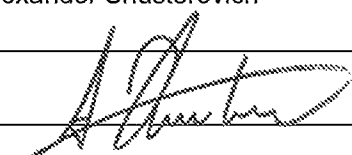
- (b) any and all patents and patent applications (i) to which the Application directly or indirectly claims priority, (ii) for which the Application directly or indirectly forms a basis for priority, and/or (iii) that were co-owned applications that incorporate by reference, or are incorporated by reference into, the Application;
- (c) any and all reissue applications, reexaminations, extensions, continuation applications, continuation-in-part applications, continuing prosecution applications, requests for continued examination, divisional applications, substitute applications, renewal applications, registrations, and any and all other patent applications that have been or shall be filed in the U.S. relating to any item in any of the foregoing categories (a) and (b);
- (d) any and all patents (including, without limitation, reissues, continuations, continuations in part and divisions) issuing from or relating to any of the foregoing categories (a) through (c);
- (e) any and all foreign patents, foreign patent applications, and foreign counterparts relating to any item in any of the foregoing categories (a) through (d), including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances;
- (f) any and all items in any of the foregoing in categories (a) through (e) whether or not claims in any of the foregoing have been rejected, withdrawn, cancelled, or the like;
- (g) any and all inventions, invention disclosures, improvements, and discoveries described in any item in any of the foregoing categories (a) through (e) and all other rights arising out of such inventions, invention disclosures, improvements, and discoveries;
- (h) any and 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 (e) and (g), 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;
- (i) any and 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 item in any of the foregoing categories (a) through (e), (g), and (h), including, without limitation, all causes of action and other enforcement rights for (i) damages, (ii) injunctive relief, and (iii) any other remedies of any kind for past, current, and future infringement; and
- (j) any and all rights to collect royalties and other payments under or on account of any item in any of the foregoing categories (a) through (e) and (g) through (i).

- (2) I [we] agree to, 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, sustaining, and/or enforcing the Patent Rights. Such assistance will include providing prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, powers of attorney, specifications, declarations or other papers, and other assistance reasonably necessary for filing patent applications, complying with any duty of disclosure, and conducting prosecution, reexamination, reissue, interference or other priority proceedings, opposition proceedings, cancellation proceedings, public use proceedings, infringement or other court actions and the like with respect to the Patent Rights. With prior written approval by Assignee, Assignee will pay Assignor's reasonable costs and expenses.
- (3) I [we] agree that said Assignee may apply for and receive patent or patents for said Patent Rights in its own name, and hereby authorize 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 issuances that may be granted upon any of the Patent Rights in the name of Assignee, as the assignee to the entire interest therein.
- (4) I [we] covenant that no assignment, grant, mortgage, license, or other agreement affecting the Patent Rights has been made to others or will be made to others, and that full right to convey the Patent Rights as herein expressed is possessed.
- (5) I [we] hereby authorize and request the attorneys of Turocy & Watson, LLP of Cleveland, OH and Bellevue, WA to insert in the spaces provided above the filing date, application number, and attorney docket number of said application when known.
- (6) I [we] agree that 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 the undersigned.

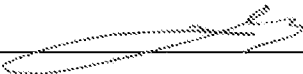
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IN TESTIMONY WHEREOF, I hereunto set my hands and seals the day and year set opposite my respective signature.


Inventor[s]:

Inventor's Name:	Alexander Shustorovich	
Inventor's Signature:		Date January 9, 2012

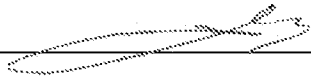
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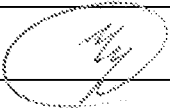
Printed Name:		
Witness' Signature:		Date January 9, 2012

Inventor[s] continued:

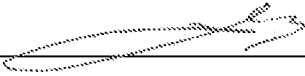
Inventor's Name:	Olga Zakharova	
Inventor's Signature:		Date January 9, 2012

Witness:

Printed Name:		
Witness' Signature:		Date January 9, 2012

Inventor's Name:	Natalia Churakova	
Inventor's Signature:		Date January 9, 2012

Witness:

Printed Name:		
Witness' Signature:		Date January 9, 2012