

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
INTERAD TECHNOLOGIES, LLC	01/05/2012
RECEIVING PARTY DATA	
Name:	RPX CORPORATION
Street Address:	ONE MARKET PLAZA, STEUART TOWER, SUITE 800
City:	SAN FRANCISCO
State/Country:	CALIFORNIA
Postal Code:	94105
PROPERTY NUMBERS Total: 7	
Property Type	Number
Patent Number:	5438355
Application Number:	08445172
PCT Number:	US9506811
Patent Number:	6941305
Application Number:	60263019
Application Number:	10052577
Application Number:	12181427
CORRESPONDENCE DATA	
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CH \$280.00 5438355

ATTORNEY DOCKET NUMBER:	RPXC-29189-INTERAD
NAME OF SUBMITTER:	GREGORY M. HOWISON
Total Attachments: 4 source=rpx29189 InterAD - RPX Patent Assignment#page1.tif source=rpx29189 InterAD - RPX Patent Assignment#page2.tif source=rpx29189 InterAD - RPX Patent Assignment#page3.tif source=rpx29189 InterAD - RPX Patent Assignment#page4.tif	

EXHIBIT A

Patent Assignment

This patent assignment ("Assignment") is entered into as of Jan 5, 2012 by and between InterAD Technologies, LLC, a Texas limited liability company, with principal place of business at 719 W. Front Street, Suite 244, Tyler, Texas 75702 ("Seller"), and RPX Corporation, a Delaware corporation, with principal place of business at One Market Plaza, Steuart Tower, Suite 800, San Francisco, CA 94105 ("Buyer").

For good and valuable consideration, the receipt of which is hereby acknowledged, Seller hereby:

(A) irrevocably assigns to Buyer:

- (1) the entire right, title, and interest, everywhere in the world, to
 - (a) the issued patents and pending patent applications set forth on Schedule 1,
 - (b) any patent applications and/or patents that may claim priority of the items in (a) (including but not limited to continuations, divisions, substitutes, reissues, reexaminations, or extensions thereof, together with all priority rights and foreign counterpart applications under any existing or future international patent conventions, agreements, or treaties),
 - (c) any patent that may be granted on any patent application in (a) or (b), and
 - (d) to the extent owned by Seller, any other rights in the inventions described in any of (a), (b) or (c) including rights to future patent applications and all rights of cooperation assigned or granted by a third party;

(all of the foregoing in (1), collectively, the "Assigned Patents");

- (2) the right to sue third parties for infringement (including but not limited to past, present and future infringement, damages and injunctive relief) of any of the Assigned Patents based on activities occurring prior to the execution date hereof or hereafter; and
- (3) any current or future right to receive royalties based on any of the foregoing in (1) or (2); and

- (B) agrees upon request of Buyer to, and if Seller is unable or unwilling to do so authorizes Buyer to act in Seller's name to: execute all oaths, assignments, powers, and any other papers necessary to perform Seller's obligations hereunder, testify in any proceeding, and otherwise take any action, and fully cooperate with Buyer to perform Seller's obligations hereunder, in each case, related to securing and enforcing Buyer's rights related to this Assignment.

The terms and conditions of this Assignment will inure to the benefit of Buyer, its successors, assigns, and other legal representatives and will be binding upon Seller, its successors, assigns, and other legal representatives.

Seller:

Notary Seal:

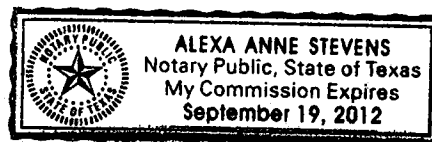
InterAD Technologies, LLC

By: _____

Name: _____

Title: _____

Date: _____



Alexa Stevens
01/05/12

SCHEDULE 1

PATENTS AND PATENT APPLICATIONS

Patent/Application Number	Date Filed/Issued	Country	Title	First Named Inventor
5,438,355 08/047,445	16-Apr-1993 1-Aug-1995	US	INTERACTIVE SYSTEM FOR PROCESSING VIEWER RESPONSES TO TELEVISION PROGRAMMING	Shelton L. Palmer
08/445,172	19-May-1995 [Abandoned]	US	INTERACTIVE SYSTEM FOR PROCESSING VIEWER RESPONSES TO TELEVISION PROGRAMMING	Shelton L. Palmer
PCT/US95/06811	30-May-1995 [Expired]	PCT	INTERACTIVE SYSTEM FOR PROCESSING VIEWER RESPONSES TO TELEVISION PROGRAMMING	Shelton L. Palmer
1995-26563	30-May-1995 [Lapsed]	AU	INTERACTIVE SYSTEM FOR PROCESSING VIEWER RESPONSES TO TELEVISION PROGRAMMING	Shelton L. Palmer
6,941,305 10/052,575	18-Jan-2002 19-Sep-2005	US	CUSTOMER MANAGEMENT SYSTEM FOR AUTOMOBILE SALES INDUSTRY	Brent Magouirk

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60/263,019	19-Jan-2001 [Expired]	US	MULTI- INTERFACE CUSTOMER MANAGEMENT SYSTEM	Brent Magouirk
10/052,577	18-Jan-2002 [Abandoned]	US	CUSTOMER MANAGEMENT SYSTEM	Brent Magouirk
12/181,427	29-Jul-2008 [Abandoned]	US	CUSTOMER MANAGEMENT SYSTEM FOR AUTOMOBILE SALES INDUSTRY	Brent Magouirk