

PATENT ASSIGNMENT

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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>Philip Chidel</td> <td>01/20/2012</td> </tr> <tr> <td>Douglas H. Crawford</td> <td>01/09/2012</td> </tr> <tr> <td>John Gilles</td> <td>01/06/2012</td> </tr> <tr> <td>Julie Petrarca</td> <td>01/26/2012</td> </tr> <tr> <td>Michael Ryan</td> <td>01/12/2012</td> </tr> </tbody> </table>		Name	Execution Date	Philip Chidel	01/20/2012	Douglas H. Crawford	01/09/2012	John Gilles	01/06/2012	Julie Petrarca	01/26/2012	Michael Ryan	01/12/2012
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RECEIVING PARTY DATA													
Name:	Coincident.tv, Inc.												
Street Address:	2835 Ralston Avenue												
City:	Hillsborough												
State/Country:	CALIFORNIA												
Postal Code:	94010												
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>12377808</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12377808								
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CORRESPONDENCE DATA													
Fax Number:	(408)414-1076												
Phone:	4084141080												
Email:	cpalermo@hptb-law.com, taustin@hptb-law.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:	Hickman Palermo Truong & Becker LLP												
Address Line 1:	One Almaden Boulevard, Floor Twelve												
Address Line 4:	San Jose, CALIFORNIA 95113												
ATTORNEY DOCKET NUMBER:	60199-0019												
NAME OF SUBMITTER:	Christopher J. Palermo (60199-0019)												

OP \$40.00 12377808

Total Attachments: 10

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ASSIGNMENT

WHEREAS WE, PHILIP CHIDEL, of Novato, California, DOUGLAS H. CRAWFORD, of San Francisco, California, JOHN GILLES, of Alameda, California, JULIE PETRARCA, of Cleveland Heights, Ohio, and MICHAEL RYAN, of San Francisco, California, U.S.A., have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled INTERACTIVE TELEVISION FRAMEWORK UTILIZING PROGRAM-SYNCHRONOUS TRIGGERS AND STANDARD MESSAGING AND PRESENCE-DETECTION PROTOCOLS, for which an application for United States Letters Patent was filed on February 24, 2011, and identified by United States Serial No. 12/377,808;

AND WHEREAS, Coincident.tv, Inc., a corporation of the state of Delaware and having an address of 2835 Ralston Avenue, Hillsborough, California 94010 is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, We do hereby sell, assign, transfer and set over unto Coincident.tv, Inc., its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, We hereby agree with the said assignee that We will not execute any writing or do any act whatsoever conflicting with these presents, and that We will, at any time upon request, without further or additional consideration but at the expense of said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and assignee;

AND We request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Coincident.tv, Inc., its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

ASSIGNMENT

Attorney Docket No. 60199-0019

11/20/12

Date


PHILIP CHIDEL

Date

DOUGLAS H. CRAWFORD

Date

JOHN GILLES

Date

JULIE PETRARCA

Date

MICHAEL RYAN

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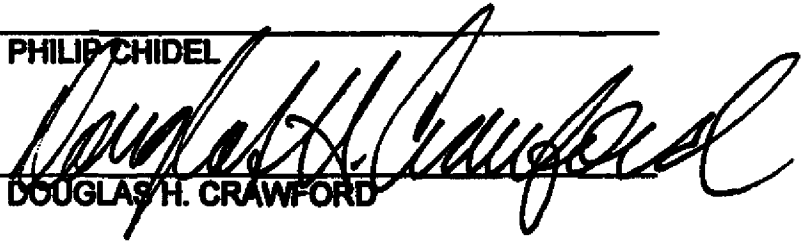
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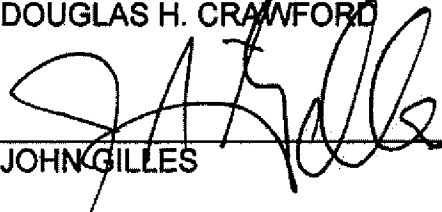
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PHILIP CHIDEL

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DOUGLAS H. CRAWFORD

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1/6/12



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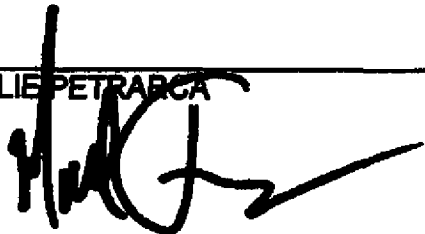
DOUGLAS H. CRAWFORD

Date

JOHN GILLES

Date

JULIE PETRARCA



January 12 2012

Date

MICHAEL RYAN