

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Claria Innovations, LLC	11/21/2011
RECEIVING PARTY DATA	
Name:	Carhamm Ltd., LLC
Street Address:	160 Greentree Drive
Internal Address:	Suite 101
City:	Dover
State/Country:	DELAWARE
Postal Code:	19904
PROPERTY NUMBERS Total: 39	
Property Type	Number
Patent Number:	7069515
Application Number:	11444172
Patent Number:	7162739
Patent Number:	6968507
Patent Number:	7249053
Patent Number:	7401140
Application Number:	10721117
Application Number:	10778374
Patent Number:	7603341
Application Number:	12577702
Patent Number:	7512603
Patent Number:	7483878
Application Number:	10951669
Patent Number:	7444358

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Application Number:	11207590
Patent Number:	7836009
Application Number:	11377932
Patent Number:	7693863
Application Number:	12715311
Application Number:	11015583
Application Number:	11263501
Application Number:	13336280
Application Number:	11427226
Application Number:	11427243
Application Number:	11427282
Patent Number:	6910179
Patent Number:	7206998
Patent Number:	7149704
Patent Number:	7181488
Application Number:	10061107
Patent Number:	7219139
Application Number:	11368858
Application Number:	11369334
Application Number:	11377095
Application Number:	11688160
Patent Number:	6874023
Application Number:	11420191
Patent Number:	7480862
Application Number:	11619539

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER: 2731GENERAL

PATENT

REEL: 027708 FRAME: 0320

David S. Lee

Total Attachments: 6

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ASSIGNMENT OF PATENT RIGHTS

For good and valuable consideration, the receipt of which is hereby acknowledged, Claria Innovations, LLC, a Delaware corporation, with an office at 15260 Ventura Blvd, 20th Floor, Sherman Oaks, CA 91403 ("**Assignor**"), does hereby sell, assign, transfer, and convey unto Carhamm Ltd., LLC, a Delaware limited liability company, having an address at 160 Greentree Drive, Suite 101, Dover, DE 19904 ("**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 patent applications and patents listed in the table below (the "**Patents**");

<u>Patent or application no.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventors</u>
7069515	US	05/21/2002	Method and apparatus for displaying messages in computer systems Scott G. Eagle
11/444172	US	05/30/2006	Method and apparatus for displaying messages in computer systems Scott G. Eagle
7162739	US	11/27/2001	Method and apparatus for blocking unwanted windows Jax B. Cowden
6968507	US	11/27/2001	Method and apparatus for defeating a mechanism that blocks windows Mark E. Pennell
7249053	US	06/16/2003	Presentation of messages to end-users in a computer network Robert W. Wohlers
7401140	US	06/17/2003	Generation of statistical information in a computer network David L. Goulden
10/721117	US	11/25/2003	Database structure and front end Dominic Bennett
10/778374	US	02/13/2004	Techniques for modifying the behavior of documents delivered over a computer network

<u>Patent or application no.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventors</u>
			Christopher W. Wesley
7603341	US	06/16/2003	Updating the content of a presentation vehicle in a computer network Anthony G. Martin
12/577702	US	10/12/2009	Updating content of presentation vehicle in a computer network Anthony G. Martin
7512603	US	11/05/2002	Responding to end-user request for information in a computer network Eugene A. Veteska
7483878	US	06/17/2003	Generation and presentation of search results using addressing information Anthony G. Martin
10/951669	US	09/28/2004	Methods and apparatus for posting messages on documents delivered over a computer network Jeffrey A. McFadden
7444358	US	08/19/2005	Method and apparatus for responding to end-user request for information-collecting Remigiusz K. Paczkowski
11/207590	US	08/19/2005	Method and apparatus for responding to end-user request for information-personalization Dominic Bennett
7836009	US	08/19/2005	Method and apparatus for responding to end-user request for information-ranking Remigiusz K. Paczkowski
11/377932	US	03/16/2006	Method for providing content to an internet user based on the user's demonstrated content preferences Scott Eagle
7693863	US	09/14/2005	Method and device for publishing cross-network user behavioral data

<u>Patent or application no.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventors</u>
			David L. Goulden
12/715311	US	03/01/2010	Method and device for publishing cross-network user behavioral data Anthony G. Martin
11/015583	US	12/17/2004	Search engine for a computer network Anthony G. Martin
11/263501	US	10/31/2005	Techniques for displaying impressions in documents delivered over a computer network David L. Goulden
11/427226	US	06/28/2006	Method and system for predicting consumer behavior Dominic Bennett
11/427243	US	06/28/2006	Method and system for controlling and adapting media stream David L. Goulden
11/427282	US	06/28/2006	Method for providing advertising content to an internet user based on the user's demonstrated content preferences Roger Petersen
6910179	US	11/09/1999	Method and apparatus for automatic form filling Mark E. Pennell
7206998	US	05/18/2001	System and method for automatically learning information used for electronic form-filling Mark E. Pennell
7149704	US	01/25/2002	System, method and computer program product for collecting information about a network user Anthony G. Martin
7181488	US	01/25/2002	System, method and computer program product for presenting information to a user utilizing historical information about the user Anthony G. Martin
10/061107	US	01/25/2002	Presentation of information to end-users

<u>Patent or application no.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Title of Patent and First Named Inventors</u>
			Anthony G. Martin
7219139	US	06/17/2002	System and method for using continuous messaging units in a network architecture Anthony G. Martin
11/368858	US	03/06/2006	Method for attributing and allocating revenue related to embedded software David Goulden
11/369334	US	03/07/2006	Method for quantifying the propensity to respond to an advertisement Dominic V. Bennett
11/377095	US	03/16/2006	Categorization of locations and documents in a computer network Anthony G. Martin
11/688160	US	03/19/2007	Method for detecting and preventing fraudulent internet advertising activity Richard J. Gray
6874023	US	11/10/1999	Web based email control center for monitoring and providing a summary of the detected event information organized according to relationships between the user and network sites Mark E. Pennell
11/420191	US	05/24/2006	Coordinated related-search feedback that assists search refinement Arthur Kulakow
7480862	US	11/27/2001	Method and apparatus for providing information regarding computer programs Jax B. Cowden
11/619539	US	01/03/2007	System for database reporting Dan Hu

(b) all patents and patent applications (i) to which any of the Patents directly or indirectly claims priority, (ii) for which any of the Patents 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 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 proceeding 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;

(h) 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).

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 issuances 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, 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.

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 Los Angeles CA
on November 21, 2011.

ASSIGNOR:

Claria Innovations, LLC

By Eurocapital Business Development, LLC

By: *[Signature]*

Name: Murray Markles

Title: Manager

(Signature MUST be notarized)

STATE OF California)
) ss.

COUNTY OF Los Angeles)

On November 21, 2011, before me, A. Simons,
Notary Public in and for said State, personally appeared Murray Markles,
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. I certify under Penalty of Perjury under the laws of the State of California that
the foregoing Paraph is true and correct

WITNESS my hand and official seal.

Signature A. Simons

(Seal)

