#### 501842257 03/06/2012

### PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

### **CONVEYING PARTY DATA**

Name	Execution Date
Deluxe Media Creative Services Inc., a Delaware corporation	02/21/2012

## RECEIVING PARTY DATA

Name:	Deluxe Digital Distribution Inc.	
Street Address:	1377 North Serrano Avenue	
City:	Hollywood	
State/Country:	CALIFORNIA	
Postal Code:	90027	

# PROPERTY NUMBERS Total: 3

Property Type	Number
Application Number:	10718376
Patent Number:	7908244
Patent Number:	7921448

#### **CORRESPONDENCE DATA**

Fax Number: (312)277-2397 Phone: 805-781-2865

Email: TLebens@fitcheven.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via

US Mail.

Correspondent Name: Thomas F. Lebens

Address Line 1: 120 South LaSalle Street, Suite 1600 Address Line 4: Chicago, ILLINOIS 60603-3406

ATTORNEY DOCKET NUMBER: 100107

NAME OF SUBMITTER: Thomas F. Lebens

**Total Attachments: 2** 

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> **PATENT** REEL: 027808 FRAME: 0684

501842257

# ASSIGNMENT

WHEREAS, Deluxe Media Creative Services Inc., a Delaware corporation, for good and valuable consideration, receipt of which is hereby acknowledged, has assigned and does hereby assign to Deluxe Digital Distribution Inc., having its principal place of business at 1377 North Serrano Avenue, Hollywood, California 90027, its successors, assigns and legal representatives, the entire right, title and interest, in and to all issued patents and patent applications listed on Exhibit A attached hereto, and in and to all patent and all convention and treaty rights of all kinds, including the right to claim priority from said applications, and all rights in and to any continuation, continuation-in-part, and divisional applications therefrom, and any reissue or reexamination as to any patents issuing therefrom, in all countries throughout the world, for all such subject matter described therein, including all rights of action and rights to recover damages for past infringements. We agree to sign all documents necessary to secure all said patents and rights, and request issuance of all said patents to the above assignee in accordance with this assignment.

DELUXE MEDIA CREATIVE SERVICES INC.

Dated: 2 - 21 - 12	Signature:  Name: SHARON MEYMARIAN Title: VICE PRESIDENT
State of <u>California</u> ) ss.  County of <u>LOS Argeles</u> )	
personally appeared SHARON MEYMAR evidence to be the person(s) whose name( acknowledged to me that he/she/they exec	nature(s) on the instrument the person(s), or the
I certify under PENALTY OF PERJUR foregoing paragraph is true and correct.  WITNESS my hand and official seal.	Y under the laws of the State of California that the  PAULA J. MICHEA  Commission # 1948462  Notary Public - California  Los Angeles County  Complete Ave 15, 2015
Signature Mulli	My Comm. Expires Aug 15, 2015 (Seal)

PATENT REEL: 027808 FRAME: 0685

# EXHIBIT A

PATENT NO./PATENT	COUNTRY	TITLE
APPLICATION SERIAL		
NO.		
11/217,256	US	LOCALIZED MEDIA CONTENT
7,908,244	-	MANAGMENT
200680031711.9	CN	LOCALIZED MEDIA CONTENT
		MANAGMENT
06802880.2	EP	LOCALIZED MEDIA CONTENT
		MANAGMENT
10/692,082	US	MULTICAST MEDIA
7,921,448		DISTRIBUTION SYSTEM
10/718,376	US	VIDEO-ON-DEMAND (VOD)
	•	MANAGEMENT SYSTEM AND
		METHODS
03809204.5	EP	VIDEO-ON-DEMAND (VOD)
		MANAGEMENT SYSTEM AND
		METHODS

PATENT REEL: 027808 FRAME: 0686

RECORDED: 03/06/2012