

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Backyard Studio Works Inc.	04/14/2012
RECEIVING PARTY DATA	
Name:	Skyreader Media Inc.
Street Address:	250 Bloor Street East
Internal Address:	Suite 1450
City:	Toronto
State/Country:	CANADA
Postal Code:	M4W 1E6
PROPERTY NUMBERS Total: 23	
Property Type	Number
Application Number:	12797802
Application Number:	12797814
Application Number:	12797821
Application Number:	12797847
Application Number:	12797874
Application Number:	12797936
Application Number:	12797990
Application Number:	12813082
Application Number:	12813206
Application Number:	12813237
Application Number:	12813295
Application Number:	12813220
Application Number:	12813271
Application Number:	12813138

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Application Number:	12797946
Application Number:	12797960
Application Number:	12797864
Application Number:	12797891
Application Number:	12797833
Application Number:	12813062
Application Number:	12797919
Application Number:	12813172
Application Number:	12813188

CORRESPONDENCE DATA

Fax Number: (202)280-1307

Phone: 202-349-9850

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

Correspondent Name: The Law Office of Michael E. Kondoudis

Address Line 1: 888 16th Street, NW

Address Line 2: Suite 800

Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

ATTORNEY DOCKET NUMBER:	0260.9999
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NAME OF SUBMITTER:	Michael Kondoudis
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Total Attachments: 2
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ASSIGNMENT OF INVENTION UNIVERSAL

WHEREAS, Backyard Studio Works Inc. (hereinafter referred to as the assignor), whose full post office address is **99 Bank Street, Suite 1420, Ottawa, Ontario, K1P 1H4, CANADA**, is the sole owner of the entire right, title and interest in and to the intellectual property listed in Schedule A hereto (the "Patents");

AND WHEREAS, Skyreader Media Inc. (hereinafter referred to as the assignee), whose full post office address is **250 Bloor Street East, Suite 1450, Toronto, M4W 1E6, CANADA**, is desirous of acquiring the entire right, title and interest in and to said invention or inventions and in and to any and all patents to be obtained therefore;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other valuable consideration, the receipt of which is hereby acknowledged, the Assignor has and by these presents does hereby sell, assign and transfer unto said assignee, its successors and assigns, the entire right, title and interest in and to said invention or inventions, as described in Schedule A, in any form or embodiment thereof, and in and to Schedule A, and in and to any applications filed in any foreign country based thereon, including the right to file said foreign applications under the provisions of the International Convention; also the entire right, title and interest in and to any and all patents, reissues or extensions thereof to be obtained in this or any foreign country upon said invention or inventions, and any divisional, continuation, substitute application(s) or supplementary disclosure(s) which may be filed upon said invention or inventions, in any country; and I hereby authorize and request the issuing authority to issue any and all patents on said application or applications to said assignee.

I FURTHER AGREE without any payment by said assignee other than expenses incurred by the undersigned, to communicate to said assignee, its representatives or agents, any facts relating to said invention or inventions, including evidence for interference purposes or for other proceedings, whenever requested; testify in any interference or other proceedings, whenever requested; and execute and deliver, on request, all lawful papers required to make any of the foregoing provisions effective, and likewise make these provisions binding upon my heirs, legal representatives, administrators and assigns.

WITNESS:

Backyard Studio Works Inc.

Stephanie Park
Printed name of Witness

Stephanie Park
Signature of Witness

Ronald Diske
Title:

Date: APRIL 14th, 2012

**SCHEDULE A to Assignment from Backyard Studio Works Inc. to
Skyreader Media Inc.**

Application No.	Title	Filing Date	GF File Reference
12/797,802	SYSTEM AND METHOD FOR INSERTING ADVERTISEMENTS IN A DIGITAL BOOK BASED ON USER PURCHASE HISTORY DATA	June 10, 2010	380-01 US(1)
12/797,814	SYSTEM AND METHOD FOR DYNAMIC INSERTION OF ADVERTISEMENTS IN A DIGITAL BOOK	June 10, 2010	380-01 US(2)
12/797,821	SYSTEM AND METHOD FOR SELECTIVE INSERTION OF ADVERTISEMENTS IN A DIGITAL BOOK	June 10, 2010	380-01 US(3)
12/797,847	SYSTEM AND METHOD FOR NARRATING A DIGITAL BOOK	June 10, 2010	380-06 US(1)
12/797,874	METHOD FOR LIVE REMOTE NARRATION OF A DIGITAL BOOK	June 10, 2010	380-06 US(4)
12/797,936	SYSTEM AND METHOD FOR CONNECTING DIGITAL BOOKS TO MOVIES, GAMES, VIRTUAL WORLDS AND SOCIAL NETWORKS	June 10, 2010	380-08 US(1)
12/797,990	ADVERTISEMENT TARGETING BASED ON USER TRANSITIONS BETWEEN A DIGITAL BOOK AND OTHER MEDIA TYPES	June 10, 2010	380-09 US(1)
12/813,082	SYSTEM AND METHOD FOR OVERLAYING TRANSITION POINTS FOR CONNECTING A DIGITAL BOOK TO OTHER MEDIA TYPES	June 10, 2010	380-09 US(3)
12/813,206	SYSTEM AND METHOD FOR MONITORING AND CONTROLLING THE DISPLAY OF DIGITAL BOOKS	June 10, 2010	380-15 US(2)
12/813,237	DISPLAYING OF DIGITAL BOOKS IN A TIME-COMPRESSED FASHION	June 10, 2010	380-20 US
12/813,295	SYSTEM AND METHOD FOR NARRATING A DIGITAL BOOK	June 10, 2010	380-23 US
12/813,220	SYSTEM AND METHOD FOR SHARING SUPPLEMENTAL CONTENT IN A DIGITAL BOOK	June 10, 2010	453-02 US
12/813,271	DIGITAL BOOK DISPLAY WITH PROGRESSIVE READING OVERLAYS	June 10, 2010	453-03 US
12/813,138	SYSTEM AND METHOD FOR ESTABLISHING A SOCIAL NETWORK VIA DIGITAL BOOKS	June 10, 2010	453-04 US
12/797,946	SYSTEM AND METHOD FOR CONNECTING DIGITAL BOOKS TO MOVIES	June 10, 2010	453-05 US
12/797,960	SYSTEM AND METHOD FOR CONNECTING DIGITAL BOOKS TO VIRTUAL WORLDS	June 10, 2010	453-06 US
12/797,864	SYSTEM AND METHOD FOR NARRATING A DIGITAL BOOK SUPPORTING PLURAL NARRATION SOUNDTRACKS	June 10, 2010	453-07 US
12/797,891	SYSTEM AND METHOD FOR NARRATING A DIGITAL BOOK	June 10, 2010	453-08 US
12/797,833	SYSTEM AND METHOD FOR REPLACING STATIC CONTENT WITH DYNAMIC CONTENT IN DIGITAL BOOKS	June 10, 2010	453-09 US
12/813,062	SYSTEM AND METHOD FOR GENERATING TRANSITION POINTS FOR CONNECTING A DIGITAL BOOK TO OTHER MEDIA TYPES	June 10, 2010	453-10 US
12/797,919	DIGITAL BOOK NARRATION WITH NARRATION CONTROL OVERLAY	June 10, 2010	453-11 US
12/813,172	SYSTEM AND METHOD FOR PRE-SELECTING A SOCIAL NETWORK VIA DIGITAL BOOKS	June 10, 2010	453-12 US
12/813,188	SYSTEM AND METHOD FOR MONITORING AND CONTROLLING THE DISPLAY OF DIGITAL BOOKS	June 10, 2010	453-13 US

PATENT

RECORDED: 05/02/2012

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