

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Conversion from a Corporation to Limited Liability Company
CONVEYING PARTY DATA	
Name	Execution Date
SPECIFIC MEDIA, INC.	12/31/2010
RECEIVING PARTY DATA	
Name:	SPECIFIC MEDIA LLC
Street Address:	4 Park Plaza
Internal Address:	Suite 1500
City:	Irvine
State/Country:	CALIFORNIA
Postal Code:	92614
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	12709401
Patent Number:	7698422
CORRESPONDENCE DATA	
Fax Number:	(310)641-8798
Phone:	(310) 641-8797
Email:	rfieldand@gates-cooper.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:	Gates & Cooper LLP
Address Line 1:	6701 Center Drive West
Address Line 2:	Suite 1050
Address Line 4:	Los Angeles, CALIFORNIA 90045
ATTORNEY DOCKET NUMBER:	257
NAME OF SUBMITTER:	Jason S. Feldmar
Total Attachments: 2 source=Articles of Organization - Conversion (Specific Media)#page1.tif source=Articles of Organization - Conversion (Specific Media)#page2.tif	

OP \$80.00 12709401

LLC-1A

File #

201036510142



**State of California**  
**Secretary of State**

**LIMITED LIABILITY COMPANY**  
**ARTICLES OF ORGANIZATION - CONVERSION**

**ENDORSED - FILED**  
In the office of the Secretary of State  
of the State of California

DEC 31 2010

**IMPORTANT — Read all instructions before completing this form.**

This Space For Filing Use Only

**CONVERTED ENTITY INFORMATION**

1. NAME OF LIMITED LIABILITY COMPANY (End the name with the words "Limited Liability Company," or the abbreviations "LLC" or "L.L.C." The words "Limited" and "Company" may be abbreviated to "Ltd." and "Co.," respectively.)

Specific Media LLC

2. THE PURPOSE OF THE LIMITED LIABILITY COMPANY IS TO ENGAGE IN ANY LAWFUL ACT OR ACTIVITY FOR WHICH A LIMITED LIABILITY COMPANY MAY BE ORGANIZED UNDER THE BEVERLY-KILLEA LIMITED LIABILITY COMPANY ACT.

3. THE LIMITED LIABILITY COMPANY WILL BE MANAGED BY (Check only one)



ONE MANAGER



MORE THAN ONE MANAGER



ALL LIMITED LIABILITY COMPANY MEMBER(S)

4. MAILING ADDRESS OF THE CHIEF EXECUTIVE OFFICE

4 Park Plaza, Suite 1500

CITY AND STATE

Irvine, CA

ZIP CODE

92614

5. NAME OF AGENT FOR SERVICE OF PROCESS (If the agent is an individual, the agent must reside in California and both Items 5 and 6 must be completed. If the agent is a corporation, the agent must have on file with the California Secretary of State a certificate pursuant to Corporations Code section 1505 and Item 6 must be completed (leave Item 6 blank).)

CORPORATION SERVICE COMPANY WHICH WILL DO BUSINESS IN CALIFORNIA AS  
CSC - LAWYERS INCORPORATING SERVICE

6. IF AN INDIVIDUAL, ADDRESS OF AGENT FOR SERVICE OF PROCESS IN CA

CITY

STATE

ZIP CODE

CA

**CONVERTING ENTITY INFORMATION**

7. NAME OF CONVERTING ENTITY

SpecificMEDIA, Inc.

8. FORM OF ENTITY

Corporation

9. JURISDICTION

California

10. CA SECRETARY OF STATE FILE NUMBER, IF ANY

C2199828

11. THE PRINCIPAL TERMS OF THE PLAN OF CONVERSION WERE APPROVED BY A VOTE OF THE NUMBER OF INTERESTS OR SHARES OF EACH CLASS THAT EQUALED OR EXCEEDED THE VOTE REQUIRED. IF A VOTE WAS REQUIRED, PROVIDE THE FOLLOWING FOR EACH CLASS:

STATE THE CLASS AND NUMBER OF OUTSTANDING INTERESTS ENTITLED TO VOTE AND THE PERCENTAGE VOTE REQUIRED OF EACH CLASS

Common Stock 1,000	51%
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**ADDITIONAL INFORMATION**

12. ADDITIONAL INFORMATION SET FORTH ON THE ATTACHED PAGES, IF ANY, IS INCORPORATED HEREIN BY THIS REFERENCE AND MADE A PART OF THIS CERTIFICATE.

13. I CERTIFY UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOREGOING IS TRUE AND CORRECT OF MY OWN KNOWLEDGE. I DECLARE I AM THE PERSON WHO EXECUTED THIS INSTRUMENT, WHICH EXECUTION IS MY ACT AND DEED.

December 31, 2010

DATE

SIGNATURE OF AUTHORIZED PERSON

SIGNATURE OF AUTHORIZED PERSON

Timothy C. Vanderhook, President & CEO

TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON

Christopher J. Vanderhook, Secretary

TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON



I hereby certify that the foregoing  
transcript of \_\_\_\_\_ page(s)  
is a full, true and correct copy of the  
original record in the custody of the  
California Secretary of State's office.

JAN 03 2011

Date: \_\_\_\_\_

*Debra Bowen*

DEBRA BOWEN Secretary of State

PATENT