

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>Raghvendra G. Savor</td> <td>09/08/2006</td> </tr> <tr> <td>Zhi Li</td> <td>08/09/2006</td> </tr> <tr> <td>Steven Gemelos</td> <td>09/08/2006</td> </tr> <tr> <td>Ganesh Krishnamurthi</td> <td>09/12/2006</td> </tr> <tr> <td>Steve Sposato</td> <td>09/12/2006</td> </tr> </tbody> </table>		Name	Execution Date	Raghvendra G. Savor	09/08/2006	Zhi Li	08/09/2006	Steven Gemelos	09/08/2006	Ganesh Krishnamurthi	09/12/2006	Steve Sposato	09/12/2006
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<table border="1"> <tr> <td>Name:</td> <td>SBC Knowledge Ventures, L.P.</td> </tr> <tr> <td>Street Address:</td> <td>645 E. Plumb Lane</td> </tr> <tr> <td>City:</td> <td>Reno</td> </tr> <tr> <td>State/Country:</td> <td>NEVADA</td> </tr> <tr> <td>Postal Code:</td> <td>89502</td> </tr> </table>		Name:	SBC Knowledge Ventures, L.P.	Street Address:	645 E. Plumb Lane	City:	Reno	State/Country:	NEVADA	Postal Code:	89502		
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CORRESPONDENCE DATA													
<p>Fax Number: (302)397-2678</p> <p>Email: AssignmentRecordation@gmail.com</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Chanyu Holdings, LLC</p> <p>Address Line 1: 2711 Centerville Road, Suite 400</p> <p>Address Line 4: Wilmington, DELAWARE 19808</p>													
NAME OF SUBMITTER:	Russell Boltwood												
<p>Total Attachments: 4</p> <p>source=b_Assignment from inventor(s) to SBC KNOWLEDGE VENTURES L.P. 12-760759#page1.tif</p> <p>source=b_Assignment from inventor(s) to SBC KNOWLEDGE VENTURES L.P. 12-760759#page2.tif</p> <p>source=b_Assignment from inventor(s) to SBC KNOWLEDGE VENTURES L.P. 12-760759#page3.tif</p> <p>source=b_Assignment from inventor(s) to SBC KNOWLEDGE VENTURES L.P. 12-760759#page4.tif</p>													

OP \$40.00 12760759

ASSIGNMENT

WHEREAS, We, Raghvendra G. Savor, residing at 2935 Velvet Way, Walnut Creek, CA 94596, and Zhi Li, residing at 3114 Amayllis Circle, San Ramon, CA 94582, and Steven Gemelos, residing at 22696 Royal Oak Way, Cupertino, CA 95014, and Ganesh Krishnamurthi, residing at 29 Lily Court, Danville, CA 94506, and Steve Sposato, residing at 3186 Lucas Drive, Lafayette, CA 94549, made certain new and useful inventions and improvements for which we executed an application for Letters Patent of the United States on even date herewith, which is entitled IN-BAND MEDIA PERFORMANCE MONITORING;

AND WHEREAS, SBC Knowledge Ventures, L.P., a corporation organized and existing under and by virtue of the laws of the State of Nevada, and having an office and place of business at 645 E. Plumb Lane, Reno, NV 89502 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

PATENT

REEL: 018 ~~PATENT~~ TIME: 0576

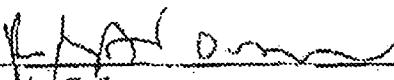
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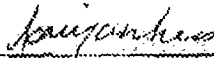
AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore, we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 8th day of September, 2006.

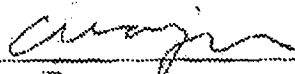

Raghvendra G. Savor

First Witness:

 9/12/06
Signature/Date


Kai Yan Chen
Full Name (Printed)

Second Witness:

 9/12/06
Signature/Date

Jin Wang
Full Name (Printed)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 9th day of August, 2006.



Zhi Li

First Witness:

9/8/06 Kaiyan Chen 9/12/06

Signature/Date

Kaiyan Chen

Full Name (Printed)

Second Witness:

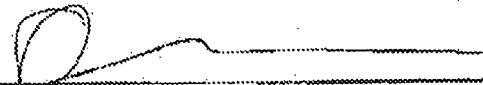
9/12/06

Signature/Date

Jin Wang

Full Name (Printed)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 8 day of September, 2006.



Steven Gemelos

First Witness:

9/12/06

Signature/Date

Kaiyan Chen

Full Name (Printed)

Second Witness:

9/12/06

Signature/Date

Jin Wang

Full Name (Printed)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 12 day of September, 2006.

Ganesh Krishnamurthi
Ganesh Krishnamurthi

First Witness:

Kaiyan Chen 9/12/06
Signature/Date

Kaiyan Chen
Full Name (Printed)

Second Witness:

Jin Wang 9/12/06
Signature/Date

Jin Wang
Full Name (Printed)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 12 day of September, 2006.

Steve Sposato
Steve Sposato

First Witness:

Kaiyan Chen 9/12/06
Signature/Date

Kaiyan Chen
Full Name (Printed)

Second Witness:

Jin Wang 9/12/06
Signature/Date

Jin Wang
Full Name (Printed)

RECORDED: 09/15/2006

RECORDED: 05/15/2012

PATENT
REEL: 027213 FRAME: 0579
REEL: 027213 FRAME: 0967
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