

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Christopher Dow</td> <td>04/02/2012</td> </tr> <tr> <td>Eric Grab</td> <td>04/09/2012</td> </tr> <tr> <td>Jim Theberge</td> <td>05/16/2012</td> </tr> <tr> <td>Paul Stathacopoulos</td> <td>04/02/2012</td> </tr> </tbody> </table>	Name	Execution Date	Christopher Dow	04/02/2012	Eric Grab	04/09/2012	Jim Theberge	05/16/2012	Paul Stathacopoulos	04/02/2012	
Name	Execution Date										
Christopher Dow	04/02/2012										
Eric Grab	04/09/2012										
Jim Theberge	05/16/2012										
Paul Stathacopoulos	04/02/2012										
RECEIVING PARTY DATA											
Name:	UNITED VIDEO PROPERTIES, INC.										
Street Address:	2830 DE LA CRUZ BOULEVARD										
City:	SANTA CLARA										
State/Country:	CALIFORNIA										
Postal Code:	95050										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13436130</td> </tr> </tbody> </table>	Property Type	Number	Application Number:	13436130							
Property Type	Number										
Application Number:	13436130										
CORRESPONDENCE DATA											
Fax Number:	(617)235-9492										
Email:	maria.marley@ropesgray.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:	Maria Marley										
Address Line 1:	Ropes & Gray LLP										
Address Line 2:	1211 Avenue of the Americas										
Address Line 4:	New York, NEW YORK 10036										
ATTORNEY DOCKET NUMBER:	003597-0686-102										
NAME OF SUBMITTER:	Maria E. Marley										
Total Attachments: 3 source=003597-0686-102-Assignment#page1.tif source=003597-0686-102-Assignment#page2.tif source=003597-0686-102-Assignment#page3.tif											

CH \$40.00 13436130

A S S I G N M E N T

Whereas we, 1) Christopher Dow;
 2) Eric Grab;
 3) Walt Klappert;
 4) Jim Theberge; and
 5) Paul Stathacopoulos

residing at: 1) 855 Folsom St., #107
 San Francisco, CA 94107;

 2) 5387 Channing Street,
 San Diego, CA 92117

 3) 801 S. Grand Avenue, #1511
 Los Angeles, CA 90017

 4) 2830 De La Cruz Blvd
 Santa Clara, CA 95050; and

 5) 373 Portofino Drive,
 San Carlos, CA 94070;

respectively, have made an invention in:

SYSTEMS AND METHODS FOR ADAPTIVELY TRANSMITTING MEDIA AND
ADVERTISING CONTENT

and are about to make application for United States Letters Patent therefor, the same having been executed by each of us on even date or dates herewith; and

WHEREAS, UNITED VIDEO PROPERTIES, INC., a corporation organized and existing under the laws of the State of Delaware and having an office and place of business at 2830 De La Cruz Boulevard, Santa Clara, CA 95050, is desirous of acquiring the entire interest in said invention, said United States patent application and in any Letters Patent which may issue thereon;

NOW, THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) to each of us paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, each of us hereby sells, assigns and transfers unto the said UNITED VIDEO PROPERTIES, INC., its successors, assigns and legal representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States patent application, including any continuations, continuations in part, and divisions thereof, and any substitute applications therefor, and any patents which may issue thereon, and any reissues of the same, and including the right to claim priority under the International Convention based on said patent application; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations, continuations in part, and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; and each of us hereby authorizes and requests competent authorities to grant and issue any and all patents on said invention to the said UNITED VIDEO PROPERTIES, INC. as the assignee of the entire interest therein; and each of us further agrees to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

IN TESTIMONY WHEREOF, we have hereunto signed our names on the date indicated hereinafter.

4/2/2012
Date:


Christopher Dow

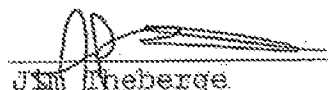
Apr 09, 2012
Date:


Eric Grab

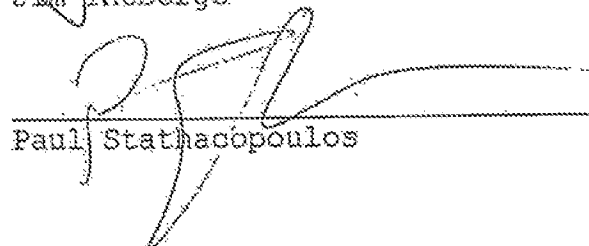
Date:

Walt Klappert

5/16/2012
Date:


JIM Heberge

4/2/2012
Date:


Paul Stathacopoulos