

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>Benjamin Zeis Newhouse</td> <td>06/08/2012</td> </tr> <tr> <td>Terrence Edward McArdle</td> <td>06/08/2012</td> </tr> </tbody> </table>		Name	Execution Date	Benjamin Zeis Newhouse	06/08/2012	Terrence Edward McArdle	06/08/2012				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Aria Glassworks, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>442 Post Street, Floor 9</td> </tr> <tr> <td>City:</td> <td>San Francisco</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94102</td> </tr> </table>		Name:	Aria Glassworks, Inc.	Street Address:	442 Post Street, Floor 9	City:	San Francisco	State/Country:	CALIFORNIA	Postal Code:	94102
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: (888)775-9990 Phone: 888-775-9990 Email: docketing@SchoxPLC.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: SCHOX PLC Address Line 1: 500 3rd Street, Suite 515 Address Line 4: San Francisco, CALIFORNIA 94107</p>											
ATTORNEY DOCKET NUMBER:	ARIA-P07-US										
NAME OF SUBMITTER:	Stephanie Davis										
Total Attachments: 1 source=ARIA-P07-US-APP-ASG#page1.tif											

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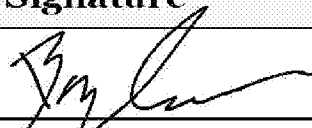
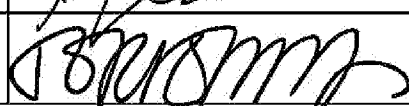
ASSIGNMENT

WHEREAS, we have invented: SYSTEM AND METHOD FOR EMBEDDING AND VIEWING MEDIA FILES WITHIN A VIRTUAL AND AUGMENTED REALITY SCENE ("the invention"), identified as Attorney Docket No.: ARIA-P07-US, Application No.: 13/411,347, and filed on 02-MAR-2012.

WHEREAS, Aria Glassworks, Inc. ("the assignee"), a state of California corporation located at 442 Post Street, Floor 9, San Francisco, CA 94102 is desirous of acquiring an exclusive right to the invention.

For valuable consideration that we acknowledge, we hereby sell and assign to the assignee the full and exclusive right and title to the invention, to all patent applications for the invention in the United States and in all other countries, and to all patents issued on the invention in the United States and in all other countries; and we hereby request the Director of the United States Patent and Trademark Office to issue all patents on the invention to the assignee.

Executed by:

Name	Signature	Date
Benjamin Zeis Newhouse		6/8/12
Terrence Edward McArdle		6/8/12