

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>Theresa Klinger</td> <td>03/13/2009</td> </tr> <tr> <td>Ariel Wada</td> <td>03/13/2009</td> </tr> </tbody> </table>		Name	Execution Date	Theresa Klinger	03/13/2009	Ariel Wada	03/13/2009
Name	Execution Date						
Theresa Klinger	03/13/2009						
Ariel Wada	03/13/2009						
RECEIVING PARTY DATA							
Name:	Pure Verticals, Inc.						
Street Address:	2964 Alvarado Street Suite B						
City:	San Leandro						
State/Country:	CALIFORNIA						
Postal Code:	94577						
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>12381603</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12381603		
Property Type	Number						
Application Number:	12381603						
CORRESPONDENCE DATA							
Fax Number:	(360)692-2617						
Phone:	3608300641						
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<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:	Brian R. Galvin						
Address Line 1:	P.O.Box 2360						
Address Line 4:	Silverdale, WASHINGTON 98383-2360						
ATTORNEY DOCKET NUMBER:	1106						
NAME OF SUBMITTER:	Brian R. Galvin						
Total Attachments: 2 source=090313_1106_Assignment_Executed#page1.tif source=090313_1106_Assignment_Executed#page2.tif							

OP \$40.00 12381603

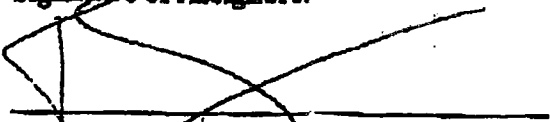
ASSIGNMENT (1106)

For good and valuable consideration, receipt of which is hereby acknowledged, we, **Theresa Klinger and Ariel Wada** do hereby sell, assign and transfer unto **Pure Verticals, Inc.** (having its principal place of business at 2964 Alvarado Street, Suite B, San Leandro, CA 94577, hereinafter called the "Assignee"), its successors and assigns, the entire world-wide title, interest and right, including the right of priority controlled by us, in, to and under Letters Patent of the United States, the patent application, docket number 1106, entitled "**Method and System for Monetizing Content,**" which bears application serial number **12/381,603**, filed on **March 13, 2009**, and the invention and any of them therein set forth and described, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefore based on the original application for said U. S. Letters Patent, and all divisions, reissues, substitutions, continuations, and extensions thereof which may be granted relating thereto in any country; **and**

For the above consideration we agree promptly upon request of the Assignee, its successors or assigns, to execute and deliver without further compensation, divisional or reissue, or other papers which may be necessary or desirable fully to secure to the Assignee, its successors and assigns, the inventions and any of them, described in said application and all patent rights therein, in the United States and in any country foreign thereto, and to cooperate and assist in the prosecution of appeal and interference proceedings involving said inventions and in the adjudication or re-examination of said Letters Patent provided the expenses which may be incurred by us in lending such cooperation and assistance be paid by the Assignee.

For the additional consideration of one dollar (\$1), receipt of which is hereby acknowledged, we do hereby sell, assign and transfer unto **Pure Verticals, Inc.** any residual rights, including all moral rights, related to the patent application, docket number 1106, entitled "**Method and System for Monetizing Content,**" which bears application serial number **12/381,603**, filed **March 13, 2009**, the invention and any of them therein set forth and described, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefore based on the original application for said U. S. Letters Patent, and all divisions, reissues, substitutions, continuations, and extensions thereof which may be granted relating thereto in any country.

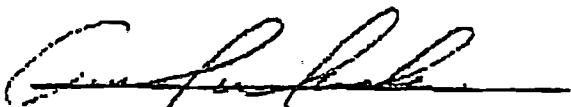
Signature of Assignors:



Theresa Klinger

3/13/09

Date



Ariel Wada

3/13/09

Date