

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>Brian D. Fesen</td> <td>06/03/2008</td> </tr> </tbody> </table>		Name	Execution Date	Brian D. Fesen	06/03/2008						
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Thumbplay, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>599 Broadway, 8th Floor</td> </tr> <tr> <td>City:</td> <td>New York</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10012</td> </tr> </table>		Name:	Thumbplay, Inc.	Street Address:	599 Broadway, 8th Floor	City:	New York	State/Country:	NEW YORK	Postal Code:	10012
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CORRESPONDENCE DATA											
<p>Fax Number:</p> <p>Email: kweiss@texaspatents.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: Garlick & Harrison</p> <p>Address Line 1: PO Box 160727</p> <p>Address Line 4: Austin, TEXAS 78716</p>											
ATTORNEY DOCKET NUMBER:	261-DDG ASSIGN 1										
NAME OF SUBMITTER:	Edward J. Marshall										
<p>Total Attachments: 2</p> <p>source=261-Fesen to Thumbplay-assign#page1.tif</p> <p>source=261-Fesen to Thumbplay-assign#page2.tif</p>											

CH \$40.00 13559193

ASSIGNMENT OF PATENT APPLICATION

Attorney Docket No.: 008358.P002

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, the undersigned, Brian D. Fesen

hereby sell, assign, and transfer to Thumbplay, Inc.

a company of Delaware
(Type of Assignee: e.g., corporation, company, partnership, university, etc.)

having a principal place of business at 599 Broadway, 8th Floor, New York, New York, 10012,
U.S.A.

("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions or improvements that are disclosed in the application (provisional or non-provisional) for the United States patent which may have a declaration executed by the undersigned prior hereto or concurrently herewith and is entitled

SUBSEQUENT TAILORING OF A SIGN-UP PAGE BASED ON A SEARCH ENGINE QUERY

said patent application also identified as follows (when known):

[I hereby authorize an attorney or agent for said Assignee to insert below the application number and filing date of said patent application when known.]

United States Patent Application Number 12/062,295 filed on April 3, 2008

and in and to said application (provisional or non-provisional) and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said inventions or improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said inventions or improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said inventions or improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said inventions or improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said inventions or improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements, and all applications for patents and all patents on said inventions or improvements, in said Assignee, its successors, assigns, and legal representatives; and

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

Each Inventor: Please Sign and Date Below:

June 3, 2008
Date

Brian D. Fesen
Signature

Brian D. Fesen
Printed/Typed Name

Assignment Document Return Address:

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
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Please note: New applications go to our Sunnyvale address