

Form PTO-1595 (Rev. 06-12)
OMB No. 0651-0027 (exp. 04/30/2015)

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Execution Date(s) SEPTEMBER 6, 2012

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other SECURITY INTEREST

2. Name and address of receiving party(ies)

Name: KNOBBE, MARTENS, OLSON & BEAR, LLP

Internal Address: FOURTEENTH FLOOR

Street Address: 2040 MAIN STREET

City: IRVINE

State: CA

Country: USA Zip: 92614

Additional name(s) & address(es) attached? Yes No

4. Application or patent number(s):

This document serves as an Oath/Declaration (37 CFR 1.63).

A. Patent Application No.(s)

B. Patent No.(s)

11/643036

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: KNOBBE, MARTENS, OLSON & BEAR, LLP

Internal Address: FOURTEENTH FLOOR

Street Address: 2040 MAIN STREET

City: IRVINE

State: CA Zip: 92614

Phone Number: (949)760-0404

Docket Number: EMINE.UCC1

Email Address: EFILING@KNOBBE.COM

6. Total number of applications and patents involved: 2

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 80.00

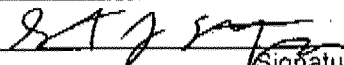
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- None required (government interest not affecting title)

8. Payment Information

Deposit Account Number 11-1410

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Total number of pages including cover sheet, attachments, and documents: **4**

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<u>Case No.</u>	<u>Title of Invention:</u>	<u>Application No.</u>	<u>Filing Date:</u>
EMINE.002C1	INTERACTIVE MEDIA MANAGEMENT SYSTEM AND METHOD FOR NETWORK APPLICATIONS	11/643036	12/20/2006
EMINE.004A	MEDIA TARGETING SYSTEM AND METHOD	11/012055	12/13/2004

UCC FINANCING STATEMENT

FOLLOW INSTRUCTIONS (front and back) CAREFULLY

A. NAME & PHONE OF CONTACT AT FILER (optional) Cristina Diaz (949) 760-0404				
B. SEND ACKNOWLEDGMENT TO: (Name and Address) Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14th Floor Irvine, CA 92614 USA			DOCUMENT NUMBER: 34502700002 FILING NUMBER: 12-7328007030 FILING DATE: 09/08/2012 15:51 IMAGE GENERATED ELECTRONICALLY FOR WEB FILING THE ABOVE SPACE IS FOR CA FILING OFFICE USE ONLY	
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	1b. INDIVIDUAL'S LAST NAME	FIRST NAME	MIDDLE NAME	SUFFIX
1c. MAILING ADDRESS 881 Dover Drive, Suite 150		CITY Newport Beach	STATE CA	POSTAL CODE 92663
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3. SECURED PARTY'S NAME (or NAME of TOTAL ASSIGNEE of ASSIGNOR S/P) - insert only one secured party name (3a or 3b)				
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	3b. INDIVIDUAL'S LAST NAME	FIRST NAME	MIDDLE NAME	SUFFIX
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US Patent & Patent Applications

Application No.	App. Filing Date	Title of Invention
11/643036	12/20/2006	INTERACTIVE MEDIA MANAGEMENT SYSTEM AND METHOD FOR NETWORK APPLICATIONS
11/012055	12/13/2004	MEDIA TARGETING SYSTEM AND METHOD

US Trademark & Trademark Applications

Application No.	App. Filing Date	Reg. No.	Reg. Date	Trademark Name
		3478971	8/5/2008	ZEROBURN
		3796587	6/1/2010	SIGNSEYE
		3734080	1/5/2010	SIGNSEYE
		3919675	2/15/2011	BULZI
85/137019	9/23/2010	4115675	3/20/2012	LOCALIZ