

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Imran Masaktia</td> <td>10/16/2012</td> </tr> <tr> <td>Jason Rubinstein</td> <td>11/06/2012</td> </tr> </tbody> </table>		Name	Execution Date	Imran Masaktia	10/16/2012	Jason Rubinstein	11/06/2012				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Redbox Automated Retail, LLC</td> </tr> <tr> <td>Street Address:</td> <td>One Tower Lane</td> </tr> <tr> <td>City:</td> <td>Oak Brook Terrace</td> </tr> <tr> <td>State/Country:</td> <td>ILLINOIS</td> </tr> <tr> <td>Postal Code:</td> <td>60181</td> </tr> </table>		Name:	Redbox Automated Retail, LLC	Street Address:	One Tower Lane	City:	Oak Brook Terrace	State/Country:	ILLINOIS	Postal Code:	60181
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: 3129800728 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 312-269-8000 Email: mhall@ngelaw.com Correspondent Name: James P. Muraff Address Line 1: Two North LaSalle Street, Suite 1700 Address Line 2: Attn: Patent Administrator Address Line 4: Chicago, ILLINOIS 60602</p>											
ATTORNEY DOCKET NUMBER:	19638.14US2										
NAME OF SUBMITTER:	James P. Muraff										
<p>Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif</p>											

CH \$40.00 13562244

PATENT ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, we, Imran Maskatia of 1049 Nicklaus Ave., Milpitas, CA 95035 and Jason Rubinstein of 1322 W. Deerpath Rd., Lake Forest, IL 60045 do hereby sell and assign to REDBOX AUTOMATED RETAIL, LLC ("Assignee"), a Limited Liability Company and existing under the laws of the State of Delaware, having its principal place of business at One Tower Lane, Oakbrook Terrace, Illinois 60181, U.S.A, its successors, assigns, nominees, or other legal representatives, the entire right, title, and interest in and to the invention entitled "**SYSTEM AND METHOD FOR GENERATING MEDIA-RELATED NOTIFICATIONS**" invented by us, and the application for United States patent therefore, which has been assigned Serial Number 13/562244, and all original and reissued patents granted therefore, and all divisions and continuations thereof, including the subject matter of any and all claims which may be obtained in every such patent, and the right to apply for and obtain patents and Utility Model Registrations which may be granted thereon in such foreign countries. We hereby authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any other country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue said Letters Patent, Registered Design or Utility Model Registration to the Assignee, its successor, assigns, nominees, or other legal representatives, as assignee of the entire interest herein assigned.

We covenant that we have not executed and will not execute any agreement in conflict herewith and agree that we will communicate to the Assignee, its successors, assigns, nominees, or other legal representatives, all facts known to us respecting said invention, whenever requested, and testify in any legal proceedings, sign all lawful papers, execute all divisional, continuing, and reissue applications, make all rightful oaths, and do all lawful acts requisite for the application for such divisional, continuing, or reissue applications, or the procuring thereof, and that if and when the Assignee, its successors, assigns, nominees, or other legal representatives desire to file a disclaimer relating thereto, we will, upon request, sign all lawful papers requisite for the filing of such disclaimer.

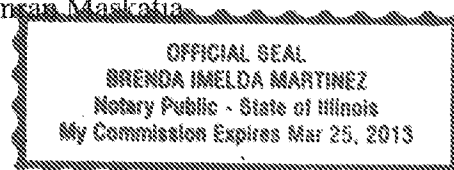
We further covenant and agree that we will, at any time upon request, do everything legally possible to aid the Assignee, its successors, assigns, nominees, or other legal representatives, either in its or their own names, to apply for, obtain, and enforce proper patent and/or Utility Model protection for said invention in all countries, all without further consideration but at the expense of the Assignee, its successors, assigns, nominees, or other legal representatives.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 16 day of October, 2012.

Imran Maskatia

NOTARIAL CERTIFICATE

State of: Illinois)
) SS.
County of: DePage)



Subscribed and sworn to before me this 16 day of October, 2012.

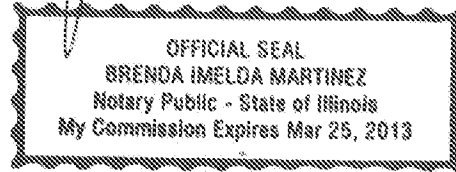
Notary Public: Brenda Imelda Martinez My commission expires: 03/25/2013

IN TESTIMONY WHEREOF, I have hereunto set my hand this 6th day of November, 2012.

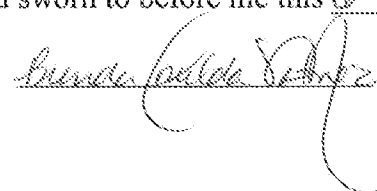

Jason Rubinstein

NOTARIAL CERTIFICATE

State of: Illinois)
County of: DuPage) SS.



Subscribed and sworn to before me this 6th day of November, 2012.

Notary Public:  My commission expires: 03/25/2013