

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
IndiePlaya, Inc.	06/15/2012
RECEIVING PARTY DATA	
Name:	IPAR, LLC
Street Address:	54 Miraloma Drive
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94127-1641
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13693198
CORRESPONDENCE DATA	
Fax Number:	2127557306
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	erosenfelder@jonesday.com
Correspondent Name:	Matthew W. Johnson
Address Line 1:	222 East 41st Street
Address Line 4:	New York, NEW YORK 10017-6702
ATTORNEY DOCKET NUMBER:	012810-0023-999
NAME OF SUBMITTER:	Matthew W. Johnson
Total Attachments: 4 source=12810_Assignment_IPAR#page1.tif source=12810_Assignment_IPAR#page2.tif source=12810_Assignment_IPAR#page3.tif source=12810_Assignment_IPAR#page4.tif	

CH \$40.00 13693198

502207174

PATENT
REEL: 029691 FRAME: 0648

ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged,

ASSIGNOR:

Inventor(s) or person(s) or
entity(ies) who own the
Inventions

IndiePlaya, Inc.

(type or print name(s) of ASSIGNOR(S))

1900 S. Norfolk Street, Suite 350

San Mateo, CA 94403-1171

Address

USA

Citizenship

hereby sells, assigns and transfers to

ASSIGNEE:

IPAR, LLC

(type or print name(s) of ASSIGNEE(S))

54 Miraloma Drive

San Francisco, CA 94127-1641

Address

USA

Citizenship

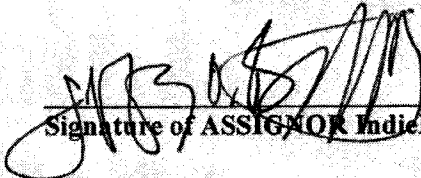
and the successors, assigns and legal representatives of ASSIGNEE, the entire right, title and interest in and to the inventions that are disclosed in the patents and patent applications listed on Schedule A, including any and all improvements therein and thereto, any legal equivalent thereof in a foreign country (including all rights to claim priority), and all letters patent to be obtained for said Inventions by the above-referenced applications or any continuation, division, renewal or substitute thereof (and as to letters patent any reissue or re-examination thereof) (collectively, the "Inventions").

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

IN WITNESS WHEREOF, I/We have hereunto set my/our hand and seal as of the date set forth below.

Date:

6/15/12


Signature of ASSIGNOR IndiePlaya, Inc.

President & CEO

Title

SCHEDULE A

Title	Application No.	Patent/Publication No.
Systems and Methods for Generation of Content Alternatives For Content Management Systems Using Globally Aggregated Data and Metadata	12/697,021	2011/0191288
Systems and Methods for Dynamic Generation of Multiple Content Alternatives for Content Management Systems	12/697,013	2011/0191287
Systems and Methods for Dynamic Management of Geo-fenced and Geo-targeted Media Content and Content Alternatives in Content Management Systems	12/697,004	2011/0191861
Systems and Methods Enabling Marketing and Distribution of Media Content by Content Creators and Content Providers	12/697,145	2011/0191246
Systems and Methods for Word Offensiveness Detection and Processing Using Weighted Dictionaries and Normalization	12/696,991	2011/0191105
Systems and Methods for Dynamic Generation and Management of Ancillary Media Content Alternatives in Content Management Systems	12/696,954	2011/0191691
Systems and Methods for Word Offensiveness Processing Using Aggregated Offensive Word Filters	12/696,978	2011/0191097
Computer Generated Images for Display Panel or Screen	29/360,611	D658,668
Computer Generated Images for Display Panel or Screen	29/360,612	
User Interface for a Display Screen	29/360,613	D661,700
Computer Generated Images for Display Panel or Screen	29/360,614	D658,669
Display Screen for a Graphical User Interface	29/360,617	

Title	Application No.	Patent/Publication No.
Method and System for Predicting Association Item Affinities Using Second Order User Item Associations	13/069,942	
Method and System for Measuring Individual Prescience Within User Associations	13/070,548	
Method and System for Implementing Collaboration and Crowd-Sourced Distribution on a Content Management System	13/227,654	
Method and System for Delivery of Immersive Content Over Communication Networks	12/868,249	2012/0054811
Systems and Methods Enabling Marketing and Distribution of Products and Services by Product and Service Providers	13/219,299	2011/0313815
Computer-Implemented Systems and Methods for Providing Consistent Application Generation	61/570,057	
System and Method for Augmenting Rich Media Content Using Multiple Content Repositories	12/930,787	
Systems and Methods for Generation of Content Alternatives For Content Management Systems Using Globally Aggregated Data and Metadata	PCT/US11/22865	WO 2011/094498
Systems and Methods for Dynamic Generation of Multiple Content Alternatives for Content Management Systems	PCT/US11/22871	WO 2011/094502
Systems and Methods for Dynamic Management of Geo-fenced and Geo-targeted Media Content and Content Alternatives in Content Management Systems	PCT/US11/22876	WO 2011/094506
Systems and Methods Enabling Marketing and Distribution of Media Content by Content Creators and Content Providers	PCT/US11/22877	WO 2011/094507
Systems and Methods for Word Offensiveness Detection and Processing Using Weighted Dictionaries and Normalization	PCT/US11/22889	WO 2011/094516

Title	Application No.	Patent/Publication No.
Systems and Methods for Dynamic Generation and Management of Ancillary Media Content Alternatives in Content Management Systems	PCT/US11/22902	WO 2011/094526
Systems and Methods for Word Offensiveness Processing Using Aggregated Offensive Word Filters	PCT/US11/22911	WO 2011/094533