

PATENT ASSIGNMENT

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Stylesheet Version v1.1

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>Lars Hasso Liden</td> <td>01/17/2013</td> </tr> <tr> <td>Rachel Jane Mactaggart</td> <td>01/11/2013</td> </tr> <tr> <td>Ashutosh Vishwas Kulkarni</td> <td>12/20/2012</td> </tr> </tbody> </table>		Name	Execution Date	Lars Hasso Liden	01/17/2013	Rachel Jane Mactaggart	01/11/2013	Ashutosh Vishwas Kulkarni	12/20/2012
Name	Execution Date								
Lars Hasso Liden	01/17/2013								
Rachel Jane Mactaggart	01/11/2013								
Ashutosh Vishwas Kulkarni	12/20/2012								
RECEIVING PARTY DATA									
Name:	IMDb.com, Inc.								
Street Address:	410 Terry Avenue North								
City:	Seattle								
State/Country:	WASHINGTON								
Postal Code:	98109								
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>13711659</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13711659				
Property Type	Number								
Application Number:	13711659								
CORRESPONDENCE DATA									
Fax Number:	7709510933								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
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Address Line 2:	Suite 1500								
Address Line 4:	Atlanta, GEORGIA 30339								
ATTORNEY DOCKET NUMBER:	170110-1120								
NAME OF SUBMITTER:	Michael J. D'Aurelio								
Total Attachments: 7 source=01777122#page1.tif									

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PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 13/711,659
Filing Date December 12, 2012

Attorney Docket No. 170110-1120
Client Docket No. P7144

PARTIES TO THE ASSIGNMENT

Assignor(s):

LARS HASSO LIDEN
410 Terry Avenue North
Seattle, WA 98109-5210

RACHEL JANE MACTAGGART
410 Terry Avenue North
Seattle, WA 98109-5210

ASHUTOSH VISHWAS KULKARNI
410 Terry Avenue North
Seattle, WA 98109-5210

Assignee:

IMDb.com, Inc.
410 Terry Avenue North
Seattle, WA 98109

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled "RELATING ITEMS TO OBJECTS DETECTED IN MEDIA" for which a non-provisional application for United States

Letters Patent

- was filed on December 12, 2012 and accorded U.S. application no. 13/711,659; or
- will be filed concurrently with the submission of this executed PATENT ASSIGNMENT for recordation.

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

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ASSIGNOR(S) hereby authorizes and requests ASSIGNEE'S legal representatives, of Thomas | Horstemeyer, LLP, associated with Customer No. 71247, to insert in the header above and here in parentheses (U.S. application no. 13/711,659 filed December 12, 2012) this application's U.S. application number and filing date, when known.

WHEREAS, IMDb.com, Inc. (hereinafter referred to as ASSIGNEE), a corporation of the State of Delaware, is desirous of acquiring the entire right, title and interest in and to the Invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its successors and assigns, the entire right, title and interest in and to said Invention and any improvements thereto, said Application and any and all letters patent which may be granted for said Invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all provisional, divisions, reissues, re-examinations and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said Invention, application and all letters patent on said Invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said Invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States

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and foreign letters patent on said Invention, for litigation regarding said letters patent, or for the purpose of protecting title to said Invention or letters patent therefor.

AND ASSIGNOR(S) DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said letters patent before or after issuance.

AND ASSIGNOR(S) DOES HEREBY covenant and agree that ASSIGNOR(S) will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Invention or said application, and testify in any legal proceeding, assist in the preparation of any other patent property relating to the application and the Invention or any improvements made thereto, sign/execute all lawful papers, provide all requested documents, execute and make all rightful oaths and/or declarations in connection with the application and the Invention including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Invention in all countries. These provisions are binding upon our heirs, legal representatives, administrators, and assigns.

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CORRESPONDENCE ADDRESS

I hereby direct all correspondence and telephone calls in connection with this application be addressed to the number associated with the customer number listed below, which is:

Customer No.

71247

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 13/711,659
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DECLARATION

As a below named inventor, I hereby declare that:

This declaration is directed to:

- the attached application; or
- United States application number 13/711,659 filed on December 12, 2012; or
- PCT international application number _____ filed on _____.

The above-identified application was made or authorized to be made by me.

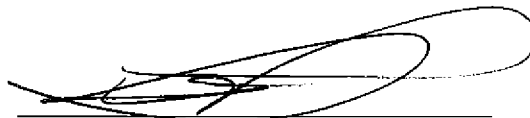
I believe that I am the original inventor or an original joint inventor of a claimed Invention in the application.

I have reviewed and understand the contents of the above-identified application, and acknowledge the duty to disclose to the US Patent & Trademark Office all information known to me to be material to the patentability as defined in 37 CFR 1.56.


I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

Legal name of inventor: **LARS HASSO LIDEN**

1/17/13
Date


Inventor Signature

WITNESSED BY:
1/17/13
Date


Witness (Signature)
Lisa Dezares
Witness (Printed Name)

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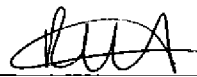
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Legal name of inventor: **RACHEL JANE MACTAGGART**

11th January 2013
Date


Inventor Signature

WITNESSED BY:
1/11/13
Date


Witness (Signature)
Lisa Dornes
Witness (Printed Name)

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Legal name of inventor: **ASHUTOSH VISHWAS KULKARNI**

12/20/2012
Date

Anteen
Inventor Signature

WITNESSED BY:
12/20/12
Date

[Signature]
Witness (Signature)
Lisa Dezes
Witness (Printed Name)