

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>Scott M. Kaufman</td> <td>03/04/2011</td> </tr> <tr> <td>Jennifer L. Kushell</td> <td>03/04/2011</td> </tr> <tr> <td>Russell J. Watson</td> <td>03/04/2011</td> </tr> <tr> <td>Joshua T. Hoppes</td> <td>03/04/2011</td> </tr> <tr> <td>Christopher J. Gooley</td> <td>03/04/2011</td> </tr> <tr> <td>William Tam</td> <td>03/04/2011</td> </tr> </tbody> </table>		Name	Execution Date	Scott M. Kaufman	03/04/2011	Jennifer L. Kushell	03/04/2011	Russell J. Watson	03/04/2011	Joshua T. Hoppes	03/04/2011	Christopher J. Gooley	03/04/2011	William Tam	03/04/2011
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<table border="1"> <tr> <td>Name:</td> <td>Scientific Targeting LLC</td> </tr> <tr> <td>Street Address:</td> <td>4712 Admiralty Way</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 530</td> </tr> <tr> <td>City:</td> <td>Marina Del Rey</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>90292</td> </tr> </table>		Name:	Scientific Targeting LLC	Street Address:	4712 Admiralty Way	Internal Address:	Suite 530	City:	Marina Del Rey	State/Country:	CALIFORNIA	Postal Code:	90292		
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CORRESPONDENCE DATA															
Fax Number:	3109793603														
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
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NAME OF SUBMITTER:	Marc E. Hankin														

OP \$40.00 13039767

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

Total Attachments: 7

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ASSIGNMENT

WHEREAS, Scott M. KAUFMAN, an individual located at 4712 Admiralty Way # 530, Marina del Rey, CA, 90292; Jennifer L. KUSHELL, an individual located at 4712 Admiralty Way # 530, Marina del Rey, CA, 90292; Russell J. WATSON, an individual located at 45 E. Lyncliff Dr., Oswego, IL, 60543; Joshua T. HOPPE, an individual located at 421 Nobel Avenue # C, Santa Ana, CA, 92707; Christopher J. GOOLEY, an individual located at 1850 Industrial St. # 404, Los Angeles, CA, 90021; and William TAM, an individual located at 342 Hauser Blvd # 108, Los Angeles, CA, 90036 (collectively referred to herein as "Assignors"), have invented a new and useful invention entitled SCIENTIFIC TARGETING FOR ADVERTISEMENT AND CONTENT SELECTION, DISTRIBUTION, AND CREATION;

WHEREAS, Assignors believe themselves to be the original and joint inventors of the invention as disclosed and claimed in the United States Non-Provisional Patent Application filed on March 3, 2011, Serial Number 13/039,767, for SCIENTIFIC TARGETING FOR ADVERTISEMENT AND CONTENT SELECTION, DISTRIBUTION, AND CREATION, which takes priority from United States Provisional Patent Application Serial Number 61/310,264, filed on March 3, 2010, for SCIENTIFIC TARGETING FOR ADVERTISEMENT SELECTION AND CREATION; and

WHEREAS, Scientific Targeting LLC, a Delaware LLC, having a place of business at 4712 Admiralty Way, Suite 530, Marina Del Rey, CA, 90292 (hereinafter "Assignee"), desires to acquire by formal, recordable assignment, the entire right, title, and interest in and to the invention, the application, and any Letters Patent that might be granted for the invention in the United States and throughout the world; including any and all divisional, continuation, continuation-in-part, reexamination or reissue applications.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors have sold, assigned, and transferred, and by these presents do hereby sell, assign, and transfer, unto Assignee, their entire right, title, and interest in and to the invention, the application(s), and any Patent(s) that might be granted for the invention in the United States and throughout the world, including the right to file foreign applications directly in the name of Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled, pursuant to international conventions, treaties, or otherwise, including the right to sue for any and all past infringement(s) of any or all of the foregoing patent application(s).

Further, Assignors agree that, upon request and without further compensation, but at no expense to Assignors, they and their legal representatives and assigns will perform all lawful acts, including the execution of papers and the giving of testimony, that might be necessary or desirable for obtaining, sustaining, reissuing, or enforcing, in the United States, and throughout the world, for the invention, and for perfecting, recording, or maintaining the title of Assignee, its successors and assigns, to the invention, the application(s), and any Patent(s) granted for the invention in the United States and throughout the world. In addition, Assignors do hereby make, constitute, and appoint Assignee, or any officer or agent of Assignee, as Assignors' true and lawful attorney-in-fact, with

power of substitution, to enforce every such contract, permit, license, claim, demand, or right, with respect to the Assigned invention, application(s), and any Patent(s) granted for the invention in the United States and throughout the world, and to do any and all things necessary to be done as fully and effectually as Assignors might or could do, and hereby ratify all that said attorney-in-fact shall lawfully do or cause to be done by virtue hereof. This power of attorney shall be irrevocable.

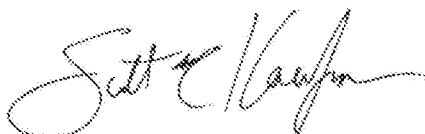
Assignors represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted by this Assignment. Assignors further represent and warrant that they do not know of any improvements to the invention, other than what has been disclosed in the application and/or has been communicated to the patent attorney(s) prosecuting said applications. Assignors have not filed any other patent applications relating in any way to the Assigned invention, application(s), and any Patent(s) granted for the invention in the United States and throughout the world, and agree not to do so, other than in their role as employees of Assignee.

Assignors authorize and request the Commissioner for Patents of the United States and of all foreign countries to issue any Patents granted for the invention, whether on the application or on any subsequently filed divisional, continuation, continuation-in-part, reexamination or reissue applications, to Assignee, or his successors or assigns, as the assignee of the entire interest in the invention.

IN WITNESS WHEREOF, and intending to bind themselves, their heirs, and assigns, Assignors have executed this Assignment, effective as of March 4, 2011:

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