

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BACKCHANNELMEDIA, INC.	11/21/2012
RECEIVING PARTY DATA	
Name:	RAKUTEN, INC.
Street Address:	C/O Shinichi Imaeda, Shinagawa Seaside Rakuten Tower, 4-12-3 Higashi Shinagawa
City:	Shinagawa-ku, Tokyo
State/Country:	JAPAN
Postal Code:	140-0002
PROPERTY NUMBERS Total: 2	
Property Type	Number
PCT Number:	US2011058061
PCT Number:	US2012054486
CORRESPONDENCE DATA	
Fax Number:	2022937860
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Correspondent Name:	SUGHRUE MION, PLLC
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Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037
ATTORNEY DOCKET NUMBER:	Q201809 AND Q201880
NAME OF SUBMITTER:	Amanda R. Thompson, Secretary
Total Attachments: 2 source=Q201809_Q201880_Assignment#page1.tif source=Q201809_Q201880_Assignment#page2.tif	

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**EXHIBIT B**

**CONFIRMATORY PATENT ASSIGNMENT FORM**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**ASSIGNMENT**

WHEREAS, Backchannelmedia, Inc. a Delaware, USA Corporation with a place of business see 1) BCM below ("ASSIGNOR") owns certain patents and/or patent applications, as set forth in Attachment 1 attached hereto and incorporated herein by this reference ("PATENTS"); and 1) BCM: 2885 Sanford Ave, SW #21685, Grandville, MI 49418

WHEREAS, Rakuten Inc. a Tokyo, Japan Corporation, having a place of business see 2) Rakuten below ("ASSIGNEE"), desires to acquire ASSIGNOR's rights, title and interest in, to and under the PATENTS;

WHEREAS, ASSIGNOR and ASSIGNEE have entered into a certain Patent Assignment Agreement, dated 25 Oct. 2012, assigning, among other things, all right, title and interest in and to the PATENTS from ASSIGNOR to ASSIGNEE, subject to any rights granted; 2) Rakuten: c/o Shimizu Inc., Shinagawa Seaside Rakuten Tower, 4-12-3, Higashi Shinagawa-ku Tokyo, Japan 140-0002

Now, THEREFORE, for good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the receipt and sufficiency of which hereby is acknowledged, ASSIGNOR does hereby assigns to ASSIGNEE its entire rights, title and interest in and to the PATENTS.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly executed by an authorized officer on this 21 day of November, 2012.

By: Madeleine Noland

Name: Madeleine Noland

Title: Chief Technology Officer

STATE OF MA

COUNTY OF Norfolk

On November 21, 2012, before me, the undersigned notary public in and for said County and State, personally appeared Madeleine Noland

☐ personally known to me [or]  
☒ proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) Madeleine R. Noland subscribed to the within instrument and acknowledged to me that MOSSOL executed the same in authorized capacity(ies) and that, by Madeleine R. Noland signature(s) on the instrument, the person(s) or the entity(ies) upon behalf of which the person(s) acted executed the instrument.

Witness my hand and official seal.

My commission expires on

EVELYN ZATAS

Notary Public

Massachusetts

September 13, 2015

**PATENT**

**REEL: 029775 FRAME: 0644**

ATTACHMENT 1

PATENTS

- US 8,051,455—Systems and methods for providing a token registry and encoder (**Granted**)
  - US 13/199,455—Systems and methods for providing a token registry and encoder (**Pending**)
  - UK 1211977.2—Systems and methods for providing a token registry and encoder (**Pending**)
  - UK 1011086.4—Systems and methods for providing a token registry and encoder (**Granted**)
- US 8,160,064—Systems and methods for providing a network link between broadcast content located on a computer network (**Granted**)
  - US 12/913,672—Systems and methods for providing a network link between broadcast content located on a computer network (**Pending**)
  - US 13/417,579—Systems and methods for providing a network link between broadcast content and content (**Pending**)
  - US 12/288,672—Systems and methods for providing a network link between broadcast content and content (**Abandoned**)
  - CA 2740933—Systems and methods for providing a network link between broadcast content and content (**Pending**)
  - CN 200980151796.8—Systems and methods for providing a network link between broadcast content and content (**Published**)
  - EU 09749248.2—Systems and methods for providing a network link between broadcast content and content (**Published**)
  - JP 2011-533325—Systems and methods for providing a network link between broadcast content and content (**Published**)
  - MX/a/2011/004127—Systems and methods for providing a network link between broadcast content and content (**Published**)
  - PCT/US2011/058061—Systems and methods for providing a network link between broadcast content and content (**Published**)
- US 13/446,511—Methods and systems for an accountable media advertising application (**Published**)
  - US 11/650,007—Methods and systems for an accountable media advertising application (**Abandoned**)
  - UK 0913354.7—Methods and systems for an accountable media advertising application (**Abandoned**)
  - CA 2708678—Methods and systems for an accountable media advertising application (**Pending**)
- PCT/US2012/054486—Individualized Television Application Whitelist/Blacklist (**Pending**)
- US 13/046359—Methods and Systems for Interactive Data Finder (**Abandoned**)
  - US 11/590355—Methods And Systems For An Interactive Data Finder (**Abandoned**)
- US 11/891938—Systems And Methods For Accountable Media Planning (**Abandoned**)
  - US 13/065858—Methods and Systems for Interactive Data Finder (**Abandoned**)