

PATENT ASSIGNMENT

Electronic Version v1.1
 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>David F. Brueck</td> <td>02/11/2013</td> </tr> <tr> <td>C. Ryan Owen</td> <td>02/11/2013</td> </tr> <tr> <td>Tyler Bye</td> <td>02/11/2013</td> </tr> <tr> <td>Nathan J. Edwards</td> <td>02/11/2013</td> </tr> <tr> <td>Ken Brueck</td> <td>02/11/2013</td> </tr> </tbody> </table>		Name	Execution Date	David F. Brueck	02/11/2013	C. Ryan Owen	02/11/2013	Tyler Bye	02/11/2013	Nathan J. Edwards	02/11/2013	Ken Brueck	02/11/2013
Name	Execution Date												
David F. Brueck	02/11/2013												
C. Ryan Owen	02/11/2013												
Tyler Bye	02/11/2013												
Nathan J. Edwards	02/11/2013												
Ken Brueck	02/11/2013												
RECEIVING PARTY DATA													
Name:	upLynk, LLC												
Street Address:	1796 Amarelle Street												
City:	Newbury Park												
State/Country:	CALIFORNIA												
Postal Code:	91320												
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>13764536</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13764536								
Property Type	Number												
Application Number:	13764536												
CORRESPONDENCE DATA													
Fax Number:	6503282799												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	973-597-2500												
Email:	kyuen@lowenstein.com												
Correspondent Name:	LOWENSTEIN SANDLER LLP												
Address Line 1:	65 LIVINGSTON AVENUE												
Address Line 4:	ROSELAND, NEW JERSEY 07068												
ATTORNEY DOCKET NUMBER:	09174.11 (L0011)												
NAME OF SUBMITTER:	Kevin O. Grange												
Total Attachments: 5													

CH \$40.00 13764536

source=09174-11-L011_Assignment_02-11-2013#page1.tif
source=09174-11-L011_Assignment_02-11-2013#page2.tif
source=09174-11-L011_Assignment_02-11-2013#page3.tif
source=09174-11-L011_Assignment_02-11-2013#page4.tif
source=09174-11-L011_Assignment_02-11-2013#page5.tif

ASSIGNMENT OF PATENT APPLICATION

Attorney Docket No.: 09174.11 (L0011)

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we, the undersigned, David F. Brueck, C. Ryan Owen, Tyler Bye,
Nathan J. Edwards, and Ken Brueck,
hereby sell, assign, and transfer to upLynk, LLC.

a Limited Liability Company of California,
(Type of Assignee: e.g., corporation, company, partnership, university, etc.)

having a principal place of business at 1796 Amarelle Street, Newbury Park, CA 91320

("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions or improvements that are disclosed in the application (provisional or non-provisional) for the United States patent which for the non-provisional application may have a declaration executed by the undersigned prior hereto or concurrently herewith and which application (provisional or non-provisional) is entitled

ADVERTISEMENT INSERTION INTO MEDIA CONTENT FOR STREAMING,
said patent application also identified as follows (when known):

[I/we hereby authorize an attorney or agent for said Assignee to insert below the application number and filing date of said patent application when known.]

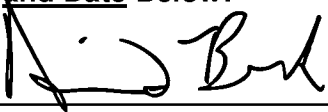
United States Patent Application Number 13/764,536 filed February 11, 2013,

and in and to said application (provisional or non-provisional) and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said inventions or improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said inventions or improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said inventions or improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said inventions or improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said inventions or improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements, and all applications for patents and all patents on said inventions or improvements, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

_____ 
Date David F. Brueck

_____ 
Date C. Ryan Owen

_____ Tyler Bye

_____ Nathan J. Edwards

_____ Ken Brueck

Assignment Document Return Address:
Lowenstein Sandler LLP
65 Livingston Avenue
Roseland, NJ 07068
(650) 433-5800

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

Date David F. Brueck

Date C. Ryan Owen

Date 
Tyler Bye

Date Nathan J. Edwards

Date Ken Brueck

Assignment Document Return Address:
Lowenstein Sandler LLP
65 Livingston Avenue
Roseland, NJ 07068
(650) 433-5800

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

Date

David F. Brueck

Date

C. Ryan Owen

Date

Tyler Bye

Date



Nathan J. Edwards

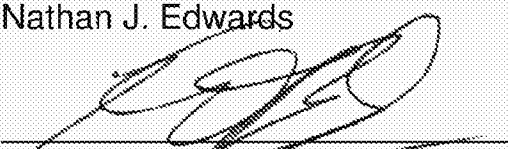
Date

Ken Brueck

Assignment Document Return Address:
Lowenstein Sandler LLP
65 Livingston Avenue
Roseland, NJ 07068
(650) 433-5800

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

_____	_____
Date	David F. Brueck
_____	_____
Date	C. Ryan Owen
_____	_____
Date	Tyler Bye
_____	_____
Date	Nathan J. Edwards
2/11/2013	
_____	_____
Date	Ken Brueck

Assignment Document Return Address:
Lowenstein Sandler LLP
65 Livingston Avenue
Roseland, NJ 07068
(650) 433-5800