

## 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>Christopher MASON</td> <td>02/04/2013</td> </tr> <tr> <td>Nitin MITTAL</td> <td>02/04/2013</td> </tr> <tr> <td>Christina KOSHZOW</td> <td>02/04/2013</td> </tr> <tr> <td>Schuyler Evar ECKSTROM</td> <td>02/04/2013</td> </tr> <tr> <td>Sebastian DOVENOR</td> <td>02/04/2013</td> </tr> <tr> <td>Daniel Scott FITZPATRICK</td> <td>02/04/2013</td> </tr> </tbody> </table>		Name	Execution Date	Christopher MASON	02/04/2013	Nitin MITTAL	02/04/2013	Christina KOSHZOW	02/04/2013	Schuyler Evar ECKSTROM	02/04/2013	Sebastian DOVENOR	02/04/2013	Daniel Scott FITZPATRICK	02/04/2013
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CORRESPONDENCE DATA															
Fax Number: 7039917071 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 7037408322 Email: patent@maierandmaier.com Correspondent Name: MAIER & MAIER, PLLC Address Line 1: 345 South Patrick Street Address Line 4: Alexandria, VIRGINIA 22314															
ATTORNEY DOCKET NUMBER:	01620001US														

OP \$40.00 8341516

NAME OF SUBMITTER:

Christopher J. Maier

Total Attachments: 2

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**ASSIGNMENT OF PATENT APPLICATION**

FOR GOOD AND VALUABLE CONSIDERATION,

I/We, the undersigned hereby agree to assign for said good and valuable consideration, receipt of which is hereby expressly acknowledged, and do hereby sell, assign and transfer unto

BRANDING BRAND, INC., whose mailing address is, 2313 East Carson Street, Suite 100, Pittsburgh, Pennsylvania 15203, a corporation organized under the laws of the state/country of Pennsylvania, U.S. as Assignee, and its successors, assigns and legal representatives, the entire right, title and interest, for all countries in and to certain inventions entitled and relating to

**METHOD AND SYSTEM FOR OPTIMALLY TRANSCODING WEBSITES**

described in an application for Letters Patent of the United States, identified as Attorney Docket No. 01620001US, Customer No. 62008 at Maier & Maier, PLLC, 345 South Patrick, Alexandria, VA 22314, and filed on March 12, 2012, as U.S. Patent Application No. 13/417,407 (now U.S. Patent No. 8,341,516), and the invention(s) and improvement(s) set forth therein, and any and all conversions, continuations, continuations-in-part, divisionals, and renewals of and substitutes for said application for said Letters Patent, and all the rights and privileges under any and all Letters Patent that may be granted therefor in any country, and any reissues, or reexaminations, or extensions of said Letters Patent. I request that any and all Letters Patent for said inventions be issued to said Assignee, its successors, assigns and legal representatives, or to such nominees as it may designate.

I/We agree that, when requested, I/We will, without charge to said Assignee but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing and maintaining patents for said inventions in any and all countries and for vesting title thereto in said Assignee, its successors, assigns and legal representatives or nominees.

I/We authorize and empower the said Assignee, its successors, assigns and legal representatives or nominees, to invoke and claim for any application for patent or other form of protection for said inventions filed by it or them, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from me.

I/We hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document which may be required in any country for any purpose and more particularly in proof of the right of the said Assignee or nominee to claim the aforesaid benefit of the right of priority provided by the International convention which may henceforth be substituted for it.

I/We hereby authorize attorney(s) associated with Customer No. 62008, attorney(s) for Assignee, to insert the filing date and Serial number into the first paragraph of this assignment, after the application for Letters Patent has been filed, and the U.S. Patent Office has assigned such application a Serial Number.

I/We covenant with said Assignee, its successors, assigns and legal representatives, that the rights and property herein conveyed are free and clear of any encumbrance, and that I/We have full right to convey the same as herein expressed.

IN WITNESS WHEREOF, I/We have hereunto signed my name on the day and year set forth below.

  
1<sup>st</sup> Inventor's Signature

2-4-13  
DATE

Christopher MASON  
1<sup>st</sup> Inventor's Printed Name

  
2<sup>nd</sup> Inventor's Signature


2/4/13  
DATE

Nitin MITTAL  
2<sup>nd</sup> Inventor's Printed Name

  
3<sup>rd</sup> Inventor's Signature

2.4.13  
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Christina KOSZOW  
3<sup>rd</sup> Inventor's Printed Name

  
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Schuyler Evar ECKSTROM  
4<sup>th</sup> Inventor's Printed Name

  
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Sebastian DOVENOR  
5<sup>th</sup> Inventor's Printed Name

  
6<sup>th</sup> Inventor's Signature

2-4-2013  
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Daniel Scott FITZPATRICK  
6<sup>th</sup> Inventor's Printed Name