

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>Philip MCLAUCHLAN</td> <td>01/14/2013</td> </tr> <tr> <td>Mark POPKIEWICZ</td> <td>01/14/2013</td> </tr> <tr> <td>Simon CUFF</td> <td>01/14/2013</td> </tr> <tr> <td>Julien FAUQUEUR</td> <td>01/14/2013</td> </tr> </tbody> </table> | | Name | Execution Date | Philip MCLAUCHLAN | 01/14/2013 | Mark POPKIEWICZ | 01/14/2013 | Simon CUFF | 01/14/2013 | Julien FAUQUEUR | 01/14/2013 |
| Name | Execution Date | | | | | | | | | | |
| Philip MCLAUCHLAN | 01/14/2013 | | | | | | | | | | |
| Mark POPKIEWICZ | 01/14/2013 | | | | | | | | | | |
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| Julien FAUQUEUR | 01/14/2013 | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | |
| <table border="1"> <tr> <td>Name:</td> <td>MirriAd Limited</td> </tr> <tr> <td>Street Address:</td> <td>22 Great James Street</td> </tr> <tr> <td>City:</td> <td>London</td> </tr> <tr> <td>State/Country:</td> <td>UNITED KINGDOM</td> </tr> <tr> <td>Postal Code:</td> <td>WC1N 3ES</td> </tr> </table> | | Name: | MirriAd Limited | Street Address: | 22 Great James Street | City: | London | State/Country: | UNITED KINGDOM | Postal Code: | WC1N 3ES |
| Name: | MirriAd Limited | | | | | | | | | | |
| Street Address: | 22 Great James Street | | | | | | | | | | |
| City: | London | | | | | | | | | | |
| State/Country: | UNITED KINGDOM | | | | | | | | | | |
| Postal Code: | WC1N 3ES | | | | | | | | | | |
| 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>13688131</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 13688131 | | | | | | |
| Property Type | Number | | | | | | | | | | |
| Application Number: | 13688131 | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | |
| <p>Fax Number: 9498519348 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 9498510633 Email: bhayashi@mwe.com, mweipdocket@mwe.com</p> <p>Correspondent Name: Andrew D. Mickelsen Address Line 1: McDermott Will & Emery LLP Address Line 2: 4 Park Plaza, Suite 1700 Address Line 4: Irvine, CALIFORNIA 92614</p> | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 087614-0017 | | | | | | | | | | |
| NAME OF SUBMITTER: | Andrew D. Mickelsen, Reg. No. 50,957 | | | | | | | | | | |
| <p>Total Attachments: 2 source=087614-0017 Assignment signed#page1.tif source=087614-0017 Assignment signed#page2.tif</p> | | | | | | | | | | | |

CH \$40.00 13688131

ASSIGNMENT

WHEREAS WE, Philip MCLAUCHLAN of London, United Kingdom; Mark POPKIEWICZ of London, United Kingdom; Simon CUFF of London, United Kingdom; and Julien FAUQUEUR of London, United Kingdom, have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled PROCESSING AND APPARATUS FOR ADVERTISING COMPONENT PLACEMENT, which was filed on November 28, 2012, and identified by United States Patent Application No. 13/688,131;

AND WHEREAS, MirriAd Limited, a Private Limited Company of the United Kingdom and having an address of 22 Great James Street, WC1N 3ES London, United Kingdom is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, we do hereby sell, assign, transfer and set over unto MirriAd Limited, its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including the right of priority and including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, we hereby agree with the said assignee that we will not execute any writing or do any act whatsoever conflicting with these presents, and that we will, at any time upon request, without further or additional consideration but at the expense of said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and assignee;

AND we request the Commissioner for Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said MirriAd Limited, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

Docket No.: 087614-0017

14-1-2013

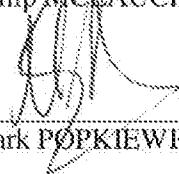
Date



Philip MCLAUCHLAN

14-1-2013

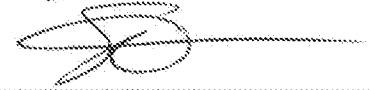
Date



Mark POPKIEWICZ

14/1/2013

Date



Simon CUFF

14/1/2013

Date



Julien FAUQUEUR