

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
LEXOS MEDIA, INC.	01/15/2013
RECEIVING PARTY DATA	
Name:	LEXOS MEDIA IP, LLC
Street Address:	One Bryant Park
City:	New York
State/Country:	NEW YORK
Postal Code:	10036
PROPERTY NUMBERS Total: 7	
Property Type	Number
Patent Number:	5995102
Patent Number:	7111254
Patent Number:	6065057
Patent Number:	6118449
Patent Number:	7975241
Application Number:	12853623
Application Number:	12885316
CORRESPONDENCE DATA	
Fax Number:	2127158100
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	klpatent@kramerlevin.com
Correspondent Name:	Kevin M. Moss
Address Line 1:	1177 Avenue of the Americas
Address Line 2:	Kramer Levin Naftalis & Frankel LLP
Address Line 4:	New York, NEW YORK 10036
ATTORNEY DOCKET NUMBER:	065580/00010

PATENT

NAME OF SUBMITTER:

Raffaella Giuliano

Total Attachments: 5

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## **Exhibit C**

### **TECHNOLOGY ASSIGNMENT AGREEMENT**

This Technology Assignment Agreement is entered as of January 15, 2013 between Lexos Media, Inc., a Delaware corporation ("Assignor"), and Lexos Media IP, LLC, a Delaware limited liability company ("Assignee").

For good and valuable consideration, the receipt and sufficiency of which the parties hereto acknowledge, Assignor and Assignee hereby agree as follows:

1.1. Assignor hereby assigns, transfers and conveys to Assignee exclusively throughout the world all of its right, title and interest in and to the Assigned IP (as defined in the LLC Agreement), including the Intellectual Property identified on Schedule A.

1.2. As used herein, "Intellectual Property" means any and all tangible and intangible rights, title and interest of every kind and nature throughout the world, now or hereafter known or existing and however designated, including, without limitation, any: (a) works of authorship and other literary property, whether or not copyrightable, including, without limitation, copyrights, author rights and moral rights (including, without limitation, artwork, photographs, descriptions, depictions, two dimensional and three dimensional character designs, and any right to identification of authorship, and to derivative works), (b) trademarks, service marks, trade names, logos, trade dress (including, without limitation, configuration, design and packaging), goodwill, publicity, privacy, rights against unfair competition, and any similar rights, (c) inventions, discoveries, technology, methods, processes, procedures, industrial and other designs, and patents and other government-issued indicia of invention ownership, (d) trade secrets, know-how, confidential information and technical data, whether or not protectable by patent, copyright or trade secret laws, (e) Web addresses, sites and domain names, (f) other intellectual property, industrial property or proprietary rights, however designated, that are similar or analogous to any of the foregoing rights (including, without limitation, character rights), whether arising by operation of law, contract, license or otherwise, (g) any and all registrations, applications, renewals, extensions, continuations, divisions, reissues and restorations of any of the foregoing now or hereafter in force (including, without limitation, rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty and all other treaties of like purpose in respect of said Intellectual Property), (h) the possession, ownership and/or use of any of the foregoing, including, without limitation, the right to license, sublicense, franchise, assign, pledge, mortgage, sell, transfer, convey, grant, gift over, divide, partition or use (or not use) in any way, any of the foregoing now or hereafter existing (including, without limitation, any claims, demands or causes of action of any kind with respect thereto), (i) any existing, and the right to create, documentation for, modifications and improvements to, and derivative works based upon, any of the foregoing, and (j) any claims, demands and causes of action of any kind with respect to, and any other rights relating to the enforcement of, any of the foregoing, including, without limitation, any claims, demands and causes of action for any infringement, misappropriation, dilution or other violation of any of the foregoing.

1.3. Assignor agrees to assist Assignee in every proper way to evidence, record and perfect the assignment hereunder and to apply for and obtain recordation of and from time to time enforce, maintain, and defend the assigned rights.

1.4. If Assignee is unable for any reason whatsoever to secure the Assignor's signature to any document it is entitled to hereunder, Assignor hereby irrevocably designates and

appoints Assignee, as its agent and attorneys-in-fact with full power of substitution to act for and on its behalf and in the place and stead of Assignor, to execute and file any such document or documents and to do all other lawfully permitted acts to further the purposes of the foregoing with the same legal force and effect as if executed by Assignor, including to take any action and to create any instrument that may be necessary or desirable to register, effectuate, validate, record, maintain, perfect, enforce or defend this Assignment and Assignee's rights in the assigned Intellectual Property.

1.5. To the extent allowed by law, the assignment hereunder includes all rights of paternity, integrity, disclosure and withdrawal and any other rights that may be known as or referred to as "moral rights," "artist's rights," "droit moral," or the like (collectively "Moral Rights"). To the extent Assignor retains any such Moral Rights under applicable law, Assignor hereby agrees to waive such Moral Rights and will confirm such waivers from time to time as requested by Assignee.

1.6. Assignors hereby authorize and request the Commissioner of Patents and Trademarks of the United States of America, Register of Copyrights for the U.S. Copyrights Office, and the corresponding officers of all other jurisdictions in which the Intellectual Property may be registered or in which applications are pending, to record the title of Assignee, its successors, legal representatives and assigns, as owner of all rights, title and interest in and to the Intellectual Property, and to issue to Assignee, its successors, legal representatives, and assigns, any and all patents, trademarks, and copyright registrations and like rights of exclusion which may be granted based upon said Intellectual Property.

1.7. No failure to exercise, and no delay in exercising, on the part of either party, any privilege, any power or any rights hereunder will operate as a waiver thereof.

1.8. If any provision of this Agreement shall be adjudged by any court of competent jurisdiction to be unenforceable or invalid, that provision shall be limited or eliminated to the minimum extent necessary so that this Agreement shall otherwise remain in full force and effect and enforceable.

1.9. This Assignment shall be construed, performed, and enforced in accordance with, and governed by, the laws of the State of Delaware, without giving effect to the principles of conflicts of laws thereof. Any waivers or amendments shall be effective only if made in writing and signed by a duly authorized representative of each of the parties.

1.10. Both parties agree that this Agreement is the complete and exclusive statement of the mutual understanding of the parties and supersedes and cancels all previous written and oral agreements and communications relating to the subject matter of this Agreement.

1.11. This Assignment may be executed in counterparts, each of which, when so executed, shall be deemed an original, and all of said counterparts taken together shall be deemed to constitute one and the same instrument

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their duly authorized representative on the day and year first indicated above.

**ASSIGNOR**

LEXOS MEDIA, INC.

By: 

Printed: Craig Disaris-Henderson

Title: Chief Executive Officer

**ASSIGNEE**

LEXOS MEDIA IP, LLC

By: Cote IP Services, LLC, its Manager

By: \_\_\_\_\_

Printed: Robert Cote

Title: Manager

[Signature Page to Technology Assignment Agreement]

**PATENT**

**REEL: 030044 FRAME: 0202**

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their duly authorized representative on the day and year first indicated above.

**ASSIGNOR**

LEXOS MEDIA, INC.

By: \_\_\_\_\_

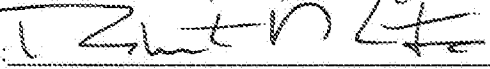
Printed: Craig Pizaris-Henderson

Title: Chief Executive Officer

**ASSIGNEE**

LEXOS MEDIA IP, LLC

By: Cote IP Services, LLC, its Manager

By: 

Printed: Robert Cote

Title: Manager

**Schedule A to the Technology Assignment Agreement**

<b>Patent</b>	<b>Priority Date</b>	<b>Title</b>
US5995102	June 25, 1997	Server system and method for modifying a cursor image
US7111254	June 25, 1997	System for replacing a cursor image in connection with displaying the contents of a page
US6065057	June 25, 1997	Method for authenticating modification of a cursor image
US6118449	June 25, 1997	Server system and method for modifying a cursor image
US7975241	June 25, 1997	System for replacing a cursor image displaying the contents of a web page
US20100312656	June 25, 1997	System for replacing a cursor image in connection with displaying advertising content
US20110153435	September 17, 2010	System and method of cursor-based content delivery