

## 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>Wai Kit Lau</td> <td>12/19/2006</td> </tr> <tr> <td>Steven Lee</td> <td>12/18/2006</td> </tr> <tr> <td>Pete Martin</td> <td>12/18/2006</td> </tr> </tbody> </table>		Name	Execution Date	Wai Kit Lau	12/19/2006	Steven Lee	12/18/2006	Pete Martin	12/18/2006
Name	Execution Date								
Wai Kit Lau	12/19/2006								
Steven Lee	12/18/2006								
Pete Martin	12/18/2006								
RECEIVING PARTY DATA									
Name:	ScanScout, Inc.								
Street Address:	c/o Cambridge Innovation Center								
Internal Address:	14th Floor, One Broadway								
City:	Cambridge								
State/Country:	MASSACHUSETTS								
Postal Code:	02142								
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>13408459</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13408459				
Property Type	Number								
Application Number:	13408459								
CORRESPONDENCE DATA									
Fax Number:	2028427899								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	(202) 842-7800								
Email:	mharris@cooley.com								
Correspondent Name:	Cooley LLP								
Address Line 1:	1299 Pennsylvania Avenue NW								
Address Line 2:	Suite 700								
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004								
ATTORNEY DOCKET NUMBER:	SCAN-002/03US 309692-2017								
NAME OF SUBMITTER:	David W. Hopkins								
Total Attachments: 2 source=SCAN00203US-Assignment-Inventors#page1.tif source=SCAN00203US-Assignment-Inventors#page2.tif									

CH \$40.00 13408459

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred herein as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to ScanScout, Inc., having a place of business at c/o Cambridge Innovation Center, 14<sup>th</sup> Floor, One Broadway, Cambridge, MA 02142, ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **TECHNIQUES FOR RENDERING ADVERTISEMENTS WITH RICH MEDIA**

("APPLICATION"), which:

- ☐ is to be filed herewith
- ☒ was filed on 11/07/2006,  
now bearing U.S. serial number 11/594,707; and

2. The entire worldwide right, title, and interest in and to:  
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all divisional, continuation, substitute, renewal, reissue, and other related applications thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), (c) and (d) above; and (e) all right of priority in the APPLICATION, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all assignments, oaths, powers of attorney, applications, and other papers (and/or documents) necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney(s) of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Title of Document: **ASSIGNMENT**

Re: Wai Kit Lau, et al.

Title:

TECHNIQUES FOR RENDERING ADVERTISEMENTS WITH RICH  
MEDIA

Filed: (if applicable)

November 7, 2006

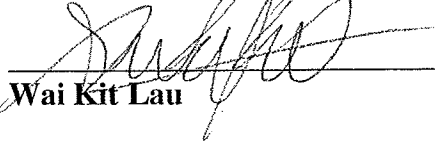
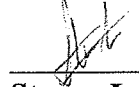
Atty. Docket No.:

100136-000100US

Serial No.: (if applicable)

11/594,707

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Name and Signature  
**Wai Kit Lau**Date of Signature12/19/06Name and Signature  
**Steven Lee**Date of Signature12/18/06Name and Signature  
**Pete Martin**Date of Signature12/18/06