

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT						
EFFECTIVE DATE:	01/01/2007						
CONVEYING PARTY DATA							
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>urSession Media Interactive, LLC</td> <td>10/21/2008</td> </tr> </tbody> </table>		Name	Execution Date	urSession Media Interactive, LLC	10/21/2008		
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urSession Media Interactive, LLC	10/21/2008						
RECEIVING PARTY DATA							
Name:	Narbeh Avedissian						
Street Address:	11219 Dona Lola Dr.						
City:	Studio City						
State/Country:	CALIFORNIA						
Postal Code:	91604						
PROPERTY NUMBERS Total: 2							
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11687658</td> </tr> <tr> <td>Application Number:</td> <td>11549027</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11687658	Application Number:	11549027
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Application Number:	11687658						
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NAME OF SUBMITTER:	David N. Weiss						
<p>Total Attachments: 3</p> <p>source=2008-10-21 Signed Patent Assignment - NARBH.000GEN#page1.tif</p> <p>source=2008-10-21 Signed Patent Assignment - NARBH.000GEN#page2.tif</p> <p>source=2008-10-21 Signed Patent Assignment - NARBH.000GEN#page3.tif</p>							

OP \$80.00 11687658

ASSIGNMENT DOCUMENT FOR U.S. PATENT APPLICATION NOS. 11/687,658; and 11/549,027.

**urSession Media Interactive, LLC (Assignor) to
Narbeh Avedissian (Assignee)**

THIS ASSIGNMENT is effective nunc pro tunc as of January 1, 2007 (hereinafter the "Effective Date"), and is made and entered into by and between URSession Media Interactive LLC ("ASSIGNOR") an entity as of the Effective Date existing under the laws of the State of California, and Narbeh Avedissian, an individual ("ASSIGNEE").

WHEREAS, the ASSIGNOR holds all right, title and interest in new and useful inventions described in the patent applications and inventions set forth in Schedule 1 ("Inventions") of this Agreement.

WHEREAS, as of the Effective Date, the ASSIGNOR is desirous of transferring the entire right, title, and interest in the Inventions and all rights of priority resulting therefrom to ASSIGNEE and ASSIGNEE is desirous of acquiring the entire right, title, and interest in and to the Inventions and all rights of priority resulting therefrom from the ASSIGNOR.

NOW THEREFORE, for consideration the adequacy and receipt of which is hereby acknowledged, and other good and valuable consideration, as of the Effective Date, the ASSIGNOR hereby irrevocably sells, transfers, and assigns the full and exclusive right, title and interest in and to the Inventions including any causes of action relating thereto and the right to collect damages recoverable thereon, the right to sue for infringement of any patents issuing therefrom and to collect damages including the right to sue for past infringement therefore, and all rights to continuing, continuations-in-part, divisional, improvement, substitute, renewal, reissue, re-examined and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on said Inventions or taking priority from applications containing the Inventions; and all original, reissued or re-examined patents which have been or shall be issued in the United States and all foreign countries on said Inventions; and in and to all rights of priority resulting from the filing of applications directed to the inventions.

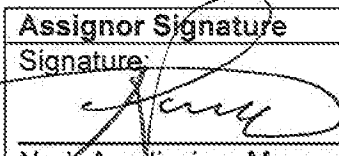
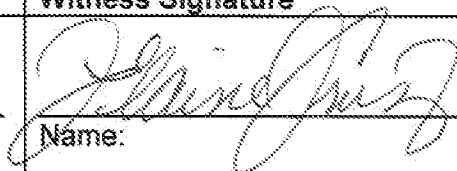
As of the effective date, ASSIGNOR hereby authorizes and requests the Director of the U.S. Patent and Trademark office and all foreign Patent Offices to issue Patents for the subject matter assigned herein to ASSIGNEE for the sole and exclusive benefit of ASSIGNEE to the full end of the term for which said Patent may be granted as fully and entirely as the same would have been held by ASSIGNOR had this assignment and sale not been made. In the event ASSIGNEE is unable, after reasonable effort, to secure ASSIGNORS' signatures on any documents relating to protection or maintenance of the Inventions, whether because of ASSIGNOR'S physical or mental incapacity or for any other reason, as of the Effective Date, ASSIGNOR hereby irrevocably designates and appoints ASSIGNEE and its duly authorized officers and agents as their agent and attorney-in-fact, to act for and on their behalf to execute and file any application or applications and to do all other lawfully permitted acts to further the prosecution, issuance, and maintenance of the Inventions or applications relating thereto or improvements to the Inventions or applications with the same legal force and effect as if personally executed by ASSIGNOR. ASSIGNOR hereby covenants with ASSIGNEE, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the right to the Inventions conveyed herein has

been made to another by the undersigned and that the full right to convey as herein expressed is possessed by ASSIGNOR free and clear of all liens, pledges, charges and encumbrances. In cases where such information is missing ASSIGNOR grants ASSIGNEE and agents or representatives of ASSIGNEE the right to modify this document to indicate the filing date and serial number assigned to the U.S. Patent Application(s) this document relates to.

ACCEPTED AND AGREED TO:

Executed this 21 day of October, 2008 at Los Angeles
(MONTH) (PLACE)

ASSIGNOR

Assignor Signature	Witness Signature	Date
Signature: 		10/21/08
Nurb Avedissian, Manager URSession Media Interactive, LLC	Name:	

Schedule 1

PATENTS

TITLE	SERIAL / APP. NO.	FILING DATE
SYSTEM FOR APPORTIONING REVENUE FOR MEDIA CONTENT DERIVED FROM AN ONLINE FEEDBACK COMMUNITY	11/687,858	3/18/2007
SYSTEM FOR SUBMITTING PERFORMANCE DATA TO A FEEDBACK COMMUNITY DETERMINATIVE OF AN OUTCOME	11/549,027	10/12/2006