

## 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>Srinivasa DHARMAJI</td> <td>02/08/2009</td> </tr> <tr> <td>Xin FENG</td> <td>01/28/2009</td> </tr> </tbody> </table>		Name	Execution Date	Srinivasa DHARMAJI	02/08/2009	Xin FENG	01/28/2009
Name	Execution Date						
Srinivasa DHARMAJI	02/08/2009						
Xin FENG	01/28/2009						
RECEIVING PARTY DATA							
Name:	GoldSpot Media						
Street Address:	1230 Midas Way, Suite 120						
City:	Sunnyvale						
State/Country:	CALIFORNIA						
Postal Code:	94085						
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>12368141</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12368141		
Property Type	Number						
Application Number:	12368141						
CORRESPONDENCE DATA							
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Signature:	/Michael A. Glenn/						
Date:	06/21/2013						
Total Attachments: 1 source=Assignment-13916531-GLDS0013C#page1.tif							

CH \$40.00 12368141

**ASSIGNMENT**

WHEREAS, I/We, Srinivasa DHARMAJI and Xin FENG, hereinafter referred to as "ASSIGNOR(S)", have invented certain new and useful improvements, as described and set forth in the below-identified application for United States Letters Patent:

**TITLE OF INVENTION: END TO END RESPONSE ENABLING COLLECTION AND USE OF CUSTOMER VIEWING PREFERENCES STATISTICS**

Filing Date: 09 February 2009 Serial No. 12/368,141

WHEREAS, GoldSpot Media, a corporation duly organized under and pursuant to the laws of the State of Delaware, having its principal place of business at 530 Lakeside Drive, Suite 110, Sunnyvale, CA 94085, hereinafter referred to as "ASSIGNEE", is desirous of acquiring the entire right, title, and interest in the said invention and application and in any Letters Patent which may be granted with regard to the same;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for One Dollar (\$1.00) and other good and valuable consideration, ASSIGNOR(S) have sold, assigned, and transferred, and by these presents does sell, assign and transfer unto the said ASSIGNEE, and ASSIGNEE'S successors and assigns, all right, title, and interest in and to said invention, said application for United States Letters Patent and any Letters Patent which may be hereafter granted on the same in the United States and all countries throughout the world; including any divisions, renewals, continuations in whole or part, substitutions, conversions, reissues, revivals, prolongation, or extensions thereof, said interest to be held and enjoyed by said ASSIGNEE as fully and exclusively as it would have been held and enjoyed by said ASSIGNOR(S) had this assignment and transfer not been made, for all time.

ASSIGNOR(S) further agrees that they will, without charge to said ASSIGNEE, but at ASSIGNEE'S expense, cooperate with ASSIGNEE in the prosecution of said application and/or applications, execute, verify, acknowledge, and deliver all such further papers, including applications for Letters Patent and for the reissue thereof, and instruments of assignment and transfer thereof, and will perform such other acts as ASSIGNEE may lawfully request, to obtain or maintain Letters Patent for said invention and improvement in any and all countries, and to vest title thereto in said ASSIGNEE, or ASSIGNEE'S successors and assigns.

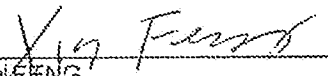
ASSIGNOR(S) grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

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.

IN TESTIMONY WHEREOF, ASSIGNOR(S) has hereunto signed his name to the assignment on the date indicated below.

  
Srinivasa DHARMAJI

2/8/9  
Date

  
Xin FENG

1/28/2009  
Date

**PATENT**