

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Beezag Inc.	08/28/2013
RECEIVING PARTY DATA	
Name:	GenesisMedia LLC.
Street Address:	71 West 23rd Street, Suite 903
City:	New York
State/Country:	NEW YORK
Postal Code:	10010
PROPERTY NUMBERS Total: 9	
Property Type	Number
Patent Number:	8484563
Patent Number:	8499241
Application Number:	12485955
Application Number:	13900560
Application Number:	12544233
Application Number:	13216256
Application Number:	13940266
Application Number:	12844177
Application Number:	13209381
CORRESPONDENCE DATA	
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OP \$360.00 8484563

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ATTORNEY DOCKET NUMBER:	BEEZAG_TO_GENESIS
NAME OF SUBMITTER:	Ashok Tankha
Signature:	/a tankha/
Date:	08/28/2013
Total Attachments: 2 source=Beezag_To_Genesis_Assignment#page1.tif source=Beezag_To_Genesis_Assignment#page2.tif	

## Patent

### ASSIGNMENT

The undersigned, Beezag Inc., hereby declares that it is the owner of the inventions relating to the below listed applications

- 1) Patent #8484563 titled "View Confirmation For On-demand Multimedia Content"
- 2) Patent #8499241 titled "Virtual Community For Incentivized Viewing Of Multimedia Content"
- 3) Patent Application# 12/485,955 titled "Multimedia Content Viewing Confirmation"
- 4) Patent Application#13,900,560 titled "Multimedia Content Viewing Confirmation"
- 5) Patent Application#12/544,233 titled "Multimedia Content Viewing Confirmation"
- 6) Patent Application# 13/216,256 titled "View Confirmation Using A Challenge"
- 7) Patent Application#13/940,266 titled "Virtual Community For Incentivized Viewing Of Multimedia Content"
- 8) Patent Application#12/844,177 titled "Targeting Multimedia Content Based On Authenticity Of Marketing Data"
- 9) Patent Application#13/209,381 titled "Selective Distribution Of Rewards"

For good and valuable consideration, receipt, adequacy and sufficiency of which is hereby acknowledged, It hereby assign, and transfer to GenesisMedia LLC. (hereinafter "Assignee"), an US Company, with a principal place of business located at 71 West 23rd Street, Suite 903, New York NY 10010, duly organized and existing under the laws of the United States of America , its entire right, title, and interest in and to said inventions and said application and any and all continuations, divisions and renewals of and substitutes for said application, and in, to, and under any and all Letters Patent which may be granted on or as a result thereof in the USA and any and all other countries, and any reissue or reissues or extension or extensions of said Letters Patent, and assign to and authorize the Assignee to file in its name applications for Letters Patent in all countries the same to be held and enjoyed by the Assignee, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued, or extended, as fully and entirely as the same would have been held and enjoyed by us had this assignment, sale, and transfer not been made;

It hereby covenant that we have full right to convey the entire interest herein assigned, and that it has not executed and will not execute any agreement in conflict herewith;

It further covenant and agree that it will, each time request is made and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said inventions, said application and any Letter Patents that may issue, to the Assignee, its successors, assigns, nominees or legal representatives, and it agrees to communicate to the Assignee, its successors, assigns, nominees or legal representatives, all known facts respecting said inventions, said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all

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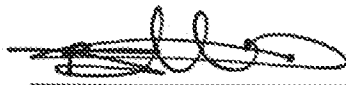
## Patent

disclaimers and divisional, continuing, reissue, and foreign applications, to make all rightful oaths, and generally to do everything possible to aid the Assignee, its successors, assigns, nominees, and legal representatives to obtain and enforce for its or their own benefit proper patent protection for said inventions or improvements in any and all countries, all at the expense of the Assignee, its successors, assigns, nominees or legal representatives;

It authorizes the Assignee, its successors, assigns, nominees and legal representatives, to make application for patent or other form of protection for said inventions in its or their own name, or in my name, in any and all countries, and to invoke and claim for any application for patent or other form of protection for said inventions filed by it or them, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from us.

It hereby consents that a copy of this Assignment shall be deemed a full, legal, and formal equivalent of any Assignment, consent to file or like document, which may be required in any country for any purpose, and more particularly, in proof of the right of the Assignee, its successors, assigns, nominees or legal representatives, to apply for patent or other proper protection for said inventions, and to claim the aforesaid benefits of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it.

It hereby authorizes and requests the USPTO and any official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue to the Assignee, as assignee of the entire right, title, and interest, any and all Letters Patent for said inventions, including any and all Letters Patent which may be issued and granted on or as a result of the application aforesaid, in accordance with the terms of this Assignment.



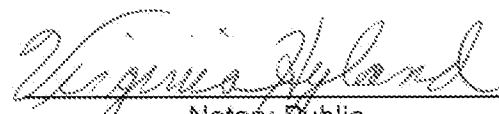
Richard Smullen  
CEO, Beezag Inc.

Date 8/26/2013

Address: 71 West 23rd Street, Suite 903, New York NY 10010, USA

This 26th day of August, 2013, before me personally came the above-named known as the individual who executed the foregoing Assignment, who acknowledged to me that he executed the same of his own free will for the purposes therein set forth.

Witness my hand and Notarial seal the day and year immediately above-written.



Notary Public  
VIRGINIA HYLAND  
NOTARY PUBLIC, State Of New York  
No. 01HY6054144  
Qualified In New York County  
Commission Expires January 15, 2015