

## PATENT ASSIGNMENT COVER SHEET

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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>ROY SHKEDI</td> <td>12/21/2007</td> </tr> <tr> <td>RONEN SHLOMO</td> <td>12/25/2007</td> </tr> </tbody> </table>		Name	Execution Date	ROY SHKEDI	12/21/2007	RONEN SHLOMO	12/25/2007
Name	Execution Date						
ROY SHKEDI	12/21/2007						
RONEN SHLOMO	12/25/2007						
RECEIVING PARTY DATA							
Name:	ALMONDNET, INC.						
Street Address:	134 SPRING STREET						
City:	NEW YORK						
State/Country:	NEW YORK						
Postal Code:	10012						
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>14089645</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	14089645		
Property Type	Number						
Application Number:	14089645						
CORRESPONDENCE DATA							
Fax Number:	(480)948-3387						
Phone:	4809483295						
Email:	donald@valuablepatents.com						
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>							
Correspondent Name:	LOUIS J. HOFFMAN, P.C.						
Address Line 1:	14301 NORTH 87TH STREET, SUITE 312						
Address Line 4:	SCOTTSDALE, ARIZONA 85260						
ATTORNEY DOCKET NUMBER:	14-TV4-CON2						
NAME OF SUBMITTER:	LOUIS J. HOFFMAN						
Signature:	/Louis J. Hoffman/						
Date:	01/24/2014						
Total Attachments: 1 source=TV4-ASSIGNMENT-Inventors to AN#page1.tif							

ASSIGNMENT

FOR VALUE RECEIVED, we, the named inventors of the below-referenced patent application, sell, assign, and transfer to AlmondNet, Inc., a Delaware corporation, and any successor, assign, legal representative, or designated nominee ("Assignee"), the entire right, title, and interest, for all countries, in and to certain inventions relating to: "Targeted Online Advertisements Based on Viewing or Interacting with Television Advertisements," described in a U.S. utility patent application filed December 31, 2007, and all the rights and privileges under all Letters Patent that may be granted for those inventions, including any regular applications and continuations, continuations-in-part, and divisions thereof, and reissue patents or applications thereof, and any foreign counterparts, international applications, or national applications related to those inventions.

We request that all patents for the inventions be issued to Assignee.

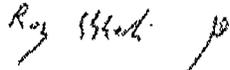
We agree that, when requested, we will, without charge to Assignee but at Assignee's expense, sign all papers, take all rightful oaths, and do all acts that may be necessary, desirable, or convenient for securing and maintaining patents for the inventions in all countries and for vesting title to such patents in Assignee.

We authorize and empower Assignee to invoke and claim, for any application for patent or other form of protection for the inventions filed by Assignee, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention that may be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from us.

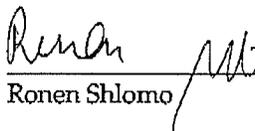
We consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file, or like document that may be required in any country for any purpose and more particularly in proof of the right of Assignee to claim the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention that may be substituted for it.

We represent and covenant with Assignee that the rights and property conveyed by this Assignment are free and clear of any encumbrance, and that we have full right to convey those rights and property.

Agreed:



\_\_\_\_\_ at New York, New York, December 21, 2007.  
Roy Shkedi



\_\_\_\_\_ at Devora, Israel, December 25, 2007.  
Ronen Shlomo

PATENT