

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT2837724

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
MATTHEW H. BATTLES	10/11/2006
JONATHAN A. GOLD	10/25/2006
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	A.9.COM, INC.
<b>Street Address:</b>	130 LYTTON AVENUE, SUITE 300
<b>City:</b>	PALO ALTO
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94301-1044
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	11539950
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(512)045-6598
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
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<b>Correspondent Name:</b>	LEE & HAYES, PLLC
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<b>Address Line 2:</b>	SUITE 1400
<b>Address Line 4:</b>	SPOKANE, WASHINGTON 99201
<b>ATTORNEY DOCKET NUMBER:</b>	AM2-0747US
<b>NAME OF SUBMITTER:</b>	LINDA CLARK
<b>SIGNATURE:</b>	/Linda Clark/
<b>DATE SIGNED:</b>	05/01/2014
<b>Total Attachments: 4</b>	
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**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

***Matthew H. Battles***

130 Lytton Avenue, Suite 300  
Palo Alto, CA 94301-1044

***Jonathan A. Gold***

130 Lytton Avenue, Suite 300  
Palo Alto, CA 94301-1044

Assignee:

A9.com, Inc.

130 Lytton Avenue, Suite 300  
Palo Alto, CA 94301-1044

**AGREEMENT**

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled

**“METHOD TO INTRODUCE PURCHASE OPPORTUNITIES INTO DIGITAL MEDIA AND/OR**

**STREAMS”** for which:

a non-provisional application for United States Letters Patent:

was filed on \_\_\_\_\_ and accorded U.S. Serial No. \_\_\_\_\_; or

will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes and requests ASSIGNEE’S legal representatives, of ***Armstrong Teasdale LLP, One Metropolitan Square, Suite 2600, St. Louis, MO 63102***, associated with Customer No. ***38077***, to insert here in parenthesis (U.S. Serial No. 11/539,950, filed October 10, 2006 ) this APPLICATION’s U.S. Serial Number and filing date, when known.

WHEREAS, A9.com, Inc. (hereinafter referred to as ASSIGNEE), a corporation of the State of Delaware having a place of business at 130 Lytton Avenue, Suite 300, Palo Alto, CA 94301-1044, is

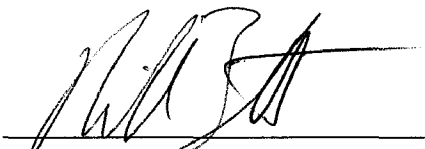
desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefore in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its successors and assigns, the entire right, title and interest in and to said invention and improvements, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues, re-examinations and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefore.

U.S. Patent Appln. No. \_\_\_\_\_  
Filing Date \_\_\_\_\_

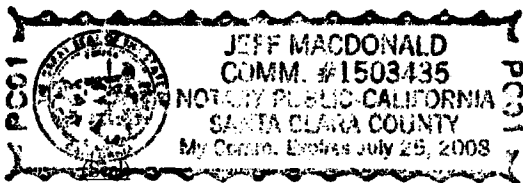
Attorney Docket No. REG01236  
Client Docket No. 26509/2

10/11/06  
Date

  
Matthew H. Battles

State of California )  
County of Santa Clara ) ss:  
)

I certify that I know or have satisfactory evidence that Matthew H. Battles is the person who personally appeared before me and acknowledged that he/she signed the foregoing Patent Assignment and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.



Dated October 11, 2006  
Signature of Notary Public Jeff Macdonald  
Printed Name Jeff Macdonald  
My commission expires July 25, 2008

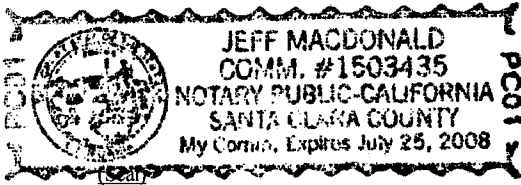
U.S. Patent Appln. No. \_\_\_\_\_  
Filing Date \_\_\_\_\_

Attorney Docket No. REG01236  
Client Docket No. 26509/2

10-25-06  
Date  
State of California  
County of Santa Clara

Jonathan A. Gold  
) ss:  
)  
)

I certify that I know or have satisfactory evidence that Jonathan A. Gold is the person who personally appeared before me and acknowledged that he/she signed the foregoing Patent Assignment and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.



Dated October 25, 2006  
Signature of Notary Public Jeff Macdonald  
Printed Name Jeff Macdonald  
My commission expires July 25, 2008