

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
THE THINKING MEDIA, INC.	12/18/2003
RECEIVING PARTY DATA	
Name:	RED SHERIFF, LTD.
Street Address:	96-98 MARKET STREET
City:	SOUTH MELBOURNE
State/Country:	AUSTRALIA
Postal Code:	VIC 3205
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	10224766
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	20184/NNR2-D
NAME OF SUBMITTER:	SERGIO D. FILICE
SIGNATURE:	/Sergio D. Filice/
DATE SIGNED:	05/06/2014
Total Attachments: 5	
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ASSIGNMENT

For good and valuable consideration, Thinking Media, Inc., a Delaware Corporation, having a place of business at 34 West 17th Street, New York, NY 10011, hereby covenants that Thinking Media, Inc. has transferred pursuant to a prior transaction, and hereby transfers, to Red Sheriff, Ltd., an Australian Corporation, having a place of business at 96-98 Market Street, South Melbourne VIC 3205, Australia, the following, which shall be referred to hereinafter cumulatively as the "Intellectual Property": all right, title, and interest in, to, and under the patents and patent applications listed in "Schedule A", attached hereto, (hereinafter referred to as the "said listed patents and said applications"), and any inventions disclosed therein (hereinafter referred to as the "said invention(s)"), including the right to apply for any patents (hereinafter referred to as "said patents") or like protection or rights in any countries or regions on said invention(s), including all divisional, renewal, substitute, continuation, continuation-in-part, convention, national, regional, national stage, regional stage, and international applications based in whole or in part upon said invention(s) or upon said applications, and any and all patents which may issue thereon in any country or region, and any and all reissues, extensions, renewals, divisions, continuations or continuations-in-part of said listed patents, said patents, or upon said applications, to the full term or terms issued, and every priority right that is or may be predicated upon or arise from said invention(s), said applications, said patents, and said listed patents, the same being and to be held and enjoyed by Red Sheriff, Ltd. for its own use and benefit fully and entirely as the same would have been held and enjoyed by Thinking Media, Inc. had Thinking Media, Inc. not transferred the Intellectual Property to Red Sheriff, Ltd. Thinking Media, Inc. hereby authorizes Red Sheriff Ltd., to file patent applications in any and all countries on any or all of said invention(s) in our names, or in its name, or otherwise as Red Sheriff, Ltd. may deem advisable, under the International Convention or otherwise.

Thinking Media, Inc. hereby authorizes the Commissioner of Patents and Trademarks of the United States, and any official of any other country empowered to issue patents, to record this Assignment, and to issue or transfer all said patents to Red Sheriff, Ltd. as owner of all right, title and interest therein, or otherwise as Red Sheriff, Ltd. may direct, in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, Thinking Media, Inc. and Red Sheriff, Ltd. have caused this document to be executed by its duly authorized officers on the date indicated below.

Owen Davis

(Signature of authorized officer of Thinking Media, Inc.)

By: Owen Davis

Title: CEO

Date: 12-8-03

If executed in the United States of America:

STATE OF _____)
) ss.:
COUNTY OF _____)

On this ___ day of _____, 200___, before me came _____ to me known and known to me to be the individual described in, and who executed the foregoing instrument, and he/she has acknowledged to me that he/she has executed the same.

Notary Public

If executed outside the United States of America:

Witnessed by: _____
(Signature of Witness) Date _____

(Printed name and address of Witness)

Witnessed by: _____
(Signature of Witness) Date _____

(Printed name and address of Witness)

SCHEDULE A

U.S. Patent No. 5,796,952, issued on August 18, 1998, entitled, "Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database";

U.S. Patent No. 6,138,155, issued October 24, 2000, entitled, "Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database";

U.S. Patent No. 6,643,696, issued November 4, 2003, entitled, "Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database";

U.S. Patent Application No. 09/634,564, filed on August 9, 2000, , entitled, "Method and Apparatus for Tracking Client Interaction with a Network Resource";

Australian Patent No. 727170, issued March 22, 2001, entitled, "Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database";

Brazilian Patent Application No. PI98080334, filed March 20, 1998, entitled "Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database";

Canadian Patent No. 2,284,530, issued August 6, 2002, entitled "Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database";

Chinese Patent Application No. 98803581.2, published on March 20, 2001, entitled, "Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database";

European Patent Application No. 98911879.9, pending, entitled "Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database";

Israeli Patent Application No. 131,871, pending, entitled "Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database";

Japanese Patent Application No. 10-545827, filed March 20, 1998, pending, entitled "Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database";

South Korean Patent No. 0341110, issued June 4, 2002, entitled "Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database";

Mexican Patent Application No. 998,592, filed March 20, 1998, entitled "Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database";

New Zealand Patent No. 337756, issued August 9, 2001, entitled "Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database"; and

Patent Cooperation Treaty Application No. PCT/US98/05491, filed March 20, 1998, entitled "Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database."