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| PATENT ASSIGNMENT COVER SHEET |
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Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2920621

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| SEQUENCE: | 1 |

CONVEYING PARTY DATA

| Name | Execution Date |
|--------------------|----------------|
| DANIEL PUTTERMAN | 03/02/2006 |
| GREGORY PETERS | 03/02/2006 |
| RICHARD BULLWINKLE | 03/01/2006 |
| KIM R. DYKEMAN | 03/02/2006 |
| BRADLEY DIETRICH | 03/01/2006 |

RECEIVING PARTY DATA

| | |
|------------------------|---------------------------|
| Name: | MEDIABOLIC, INC. |
| Street Address: | 2830 DE LA CRUZ BOULEVARD |
| City: | SANTA CLARA |
| State/Country: | CALIFORNIA |
| Postal Code: | 95050 |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|----------------------------|----------|
| Application Number: | 14245783 |

CORRESPONDENCE DATA

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Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

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Correspondent Name: LORRAINE QUILES
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|--------------------------------|-------------------|
| ATTORNEY DOCKET NUMBER: | 003597-0599-103 |
| NAME OF SUBMITTER: | LORRAINE QUILES |
| SIGNATURE: | /Lorraine Quiles/ |
| DATE SIGNED: | 06/30/2014 |

Total Attachments: 3

PATENT

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In the application of:

Bradley Dietrich

Serial No.: 11/318,811

Filing Date: 12/27/2005

For: METHODS AND APPARATUS FOR
PROVIDING NOTIFICATIONS IN A
MEDIA SYSTEM

PATENT APPLICATION

Examiner: <Not yet assigned>

Group Art Unit: 2635

JOINT INVENTOR TO CORPORATION ASSIGNMENT

WHEREAS, the undersigned Inventors have invented certain new and useful improvements in:

METHODS AND APPARATUS FOR PROVIDING NOTIFICATIONS IN A MEDIA
SYSTEM

and have executed a declaration or oath for an application for a United States patent disclosing and identifying the invention:

- On the date specified in the accompanying Declaration for Patent Application.
- Said application having Serial Number 11/318,811 and filed on December 27, 2005.

WHEREAS Mediabolic, Inc (hereinafter termed "Assignee"), a corporation of the State of California, having a place of business at 1855 South Grant Street 5th Floor, San Mateo, CA 94402, wishes to acquire the entire right, title and interest in and to said application and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered jointly or severally by said Inventors (all collectively hereinafter termed "said invention"), and in and to any and all patents, certificates of invention and other forms of protection thereon (hereinafter termed "patents") applied for or granted in the United States and/or other countries.

NOW THEREFORE, for good and valuable consideration acknowledged by each of said Inventors to have been received in full from said Assignee:

1. Said Inventors do hereby sell, assign, transfer and convey to said Assignee, the entire right, title and interest (a) in and to said application and said invention; (b) in and to all rights to apply in any or all countries of the world for patents, certificates of inventions or other governmental grants on said invention, including the right to apply for patents pursuant to the International Convention for the Protection of Industrial Property or pursuant to any other convention, treaty, agreement or understanding; (c) in and to any and all applications filed and any and all patents, certificates of inventions or other governmental grants granted on said


invention in the United States or any other country, including each and every application filed and each and every patent granted on any application which is a division, substitution, or continuation of any of said applications; (d) in and to each and every reissue or extension of any of said patents; and (e) in and to each and every patent claim resulting from a reexamination certificate for any and all of said patents.

2. Said Inventors hereby jointly and severally covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States and other countries. Such cooperation by said Inventors shall include prompt production of pertinent facts and documents, giving of testimony, executing of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for complying with any duty of disclosure; (c) for prosecuting any of said applications; (d) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (e) for filing and prosecuting applications for reissue of any of said patents; (f) for interference or other priority proceedings involving said invention; and (g) for legal proceedings involving said invention and any applications therefore and any patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings, reexamination proceedings, compulsory licensing proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventors in providing such cooperation shall be paid for by said Assignee.

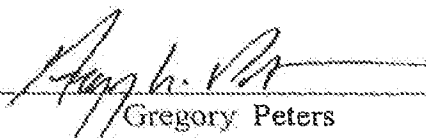
3. The terms and covenants of this Assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventors, their respective heirs, legal representatives, and assigns.

4. Said Inventors hereby jointly and severally warrant and represent that they have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

IN WITNESS WHEREOF, the said Inventors have executed this instrument on the date of acknowledgement as given below and delivered this instrument to said Assignee.

(1)  _____ Date: 3/2/06

Daniel Putterman

(2)  _____ Date: 2 Mar 2006

(3) 
Richard Bullywinkle

Date: March 1, 2006

(4) 
Kim R. Dykeman

Date: 3/7/2006

(5) 
Bradley Dietrich

Date: 3/11/2006
