

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
NIKOLAY VIKTOROVITCH KRASKO	05/26/2014
FEDOR SERGEEVITCH EZHOV	05/26/2014
RECEIVING PARTY DATA	
Name:	SPB TV AG
Street Address:	BAARERSTRASSE 10
City:	ZUG
State/Country:	SWITZERLAND
Postal Code:	6304
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14153185
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NAME OF SUBMITTER:	ANNIK LECLERC
SIGNATURE:	/Annik Leclerc/
DATE SIGNED:	07/22/2014
Total Attachments: 2	
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Our file no. 38098-002

WORLDWIDE ASSIGNMENT

WHEREAS WE, Nikolay Viktorovich KRASKO whose complete address is 92/1-210 Leninskiy prospect, 188332, Saint-Petersburg, RUSSIA; and Fedor Sergeevitch EZHOV whose complete address is Serdobolskaya ulitsa 7-2, apt 78, 197343, Saint-Petersburg, RUSSIA; (hereinafter referred to as the Assignors) have made an invention entitled:

METHOD AND A SYSTEM FOR TARGETED VIDEO STREAM INSERTION

for which applications for Letters Patent have been or will be filed in the following countries:

Country	Filing Date	Serial No.
US	January 13, 2014	14/153,185

(If necessary, the Assignee, its affiliates and its agents are hereby authorized to insert the filing dates and the serial numbers when known.)

AND, WHEREAS SPS TV AG, a corporation under the laws of Switzerland, whose full postal address is Baarerstrasse 10, Zug, 6304, SWITZERLAND; (hereinafter referred to as the Assignee) is desirous of securing the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to the aforementioned applications for Letters Patent on this invention and the Letters Patent to be issued upon these applications;

NOW THEREFORE, be it known that for and in consideration of One Euro Dollar (€ \$1.00) and other good and valuable consideration, the receipt and sufficiency of which from the Assignee is hereby acknowledged, by these presents, we, the Assignors, have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer and set over unto the Assignee, its lawful successors and assigns, our entire right, title, and interest in and to this invention and these applications, and all divisions, and continuations thereof, and all Letters Patent that may be granted thereon, and all reissues thereof, and all rights to claim priority on these or such applications, and all applications for Letters Patent that may hereafter be filed for this invention in any country and all Letters Patent that may be granted on this invention in any country, and all extensions, renewals, and reissues thereof, and we hereby authorize and request the Commissioners of Patents (or other appropriate official whose duty it is to issue patents) of the United States, Canada, and any other country, to issue Letters Patent for this invention to the Assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, WE HEREBY covenant that we have the full right to convey the interest assigned by this Assignment, and we have not executed and will not execute any agreement in conflict with this Assignment.

AND, WE HEREBY further covenant and agree that we will communicate with the Assignee, its successors and assigns, any facts known to us respecting this invention, testify in any legal proceedings, sign all lawful papers which called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all divisions, continuation, reissue, and re-examination applications, make all rightful oaths and generally do everything possible to aid the Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in any country, it being understood that, irrespective of whether we are in the employ of the Assignee or its affiliates, any expense incident to the performance of the obligations of the present paragraph shall be borne by the Assignee, its successors, and assigns.

This assignment agreement is effective as of January 13, 2014.

Witness my hand and seal
this 13th day of January, 2014.

It is the express wish of the parties that this Assignment and all related documents be drafted in English.

IN TESTIMONY WHEREOF, WE HAVE SIGNED:



Nikolay Viktorovitch KRASKO
Date of Signature: 26.05.2014
Place of Signature: St. Petersburg

Witness
Name:



Fedor Sergeevich SZHON
Date of Signature: 26.05.2014
Place of Signature: St. Petersburg

Witness
Name:



Name: Patrick Schreier
Title: director
SPB TV AG
Baarerstrasse 10
CH-8304 Zug
Date of Signature: 2 June 2014
Place of Signature: Zug, Switzerland



Witness
Name: Patrick Schreier