

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3155927

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
DAVID M. YEHASKEL	08/13/2010
HENRIK M. KJALLBRING	08/13/2010
RECEIVING PARTY DATA	
Name:	DEMAND MEDIA, INC.
Street Address:	1299 OCEAN AVENUE
City:	SANTA MONICA
State/Country:	CALIFORNIA
Postal Code:	90401
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14563360
CORRESPONDENCE DATA	
Fax Number:	
<i>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.</i>	
Email:	suim@gtlaw.com
Correspondent Name:	GREENBERG TRAURIG LLP
Address Line 1:	77 WEST WACKER DRIVE SUITE 3100
Address Line 4:	CHICAGO, ILLINOIS 60601
ATTORNEY DOCKET NUMBER:	104128-217502/US
NAME OF SUBMITTER:	MENG SUI
SIGNATURE:	/Meng Sui/
DATE SIGNED:	12/19/2014
Total Attachments: 2	
source=104128-217502_Assign#page1.tif	
source=104128-217502_Assign#page2.tif	

Docket No. 104128-217501/US

PATENT ASSIGNMENT

WHEREAS, We, David M. YEHASKEL and Henrik M. KJALLBRING, have invented and own a certain invention entitled:

**RULE-BASED SYSTEM AND METHOD TO ASSOCIATE
ATTRIBUTES TO TEXT STRINGS**

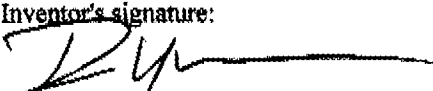
for which an application for a United States Patent was filed in the United States Patent & Trademark Office on June 30, 2010 and assigned Application Serial No. 12/828,200.

WHEREAS, Demand Media, Inc., a corporation organized and existing under the laws of the State of Delaware, and having its principal place of business at 1333 Second Street, Suite 100, Santa Monica, CA 90401, (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire interest in, to and under said invention and in, to and under Letters Patent or similar legal protection to be obtained therefore in the United States and in any and all foreign countries.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, we hereby sell, assign and transfer to ASSIGNEE for receipt of which is hereby acknowledged, the full and exclusive right, title and interest to said invention in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention by said application or any continuation, continuation-in-part, divisional, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted.

WE HEREBY COVENANT that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale; and

WE FURTHER COVENANT that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to us and we will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

Full name of inventor: David M. YEHASKEL	Inventor's signature: 	Date: August 13, 2010
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Full name of inventor: Henrik M. KJALLBRING	Inventor's signature:	Date:
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PATENT ASSIGNMENT

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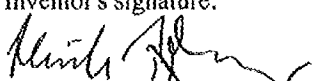
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Full name of inventor: David M. YEHASKEL	Inventor's signature:	Date:
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Full name of inventor: Henrik M. KJALLBRING	Inventor's signature: 	Date: 8/13/2010
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