

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
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MARK POPKIEWICZ	04/11/2007
PHILIP MCLAUCHLAN	04/11/2007
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14542321
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DATE SIGNED:	06/11/2015
Total Attachments: 1	
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Docket No.: 077660-0013

ASSIGNMENT

WHEREAS WE, Mark POPKIEWICZ and Philip McLAUCHLAN, of The Old Parsonage, Hatchet Lane, Cranbourne, Berkshire SL4 2EG United Kingdom and 6 Meadway, Epsom, Surrey KT19 8JZ United Kingdom, respectively, have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled PROCESS AND APPARATUS FOR ADVERTISING COMPONENT PLACEMENT, which was filed on February 2, 2007, and identified by United States Application No. 11/701,822;

AND WHEREAS, MIRRIAD LIMITED, a corporation of the United Kingdom and having an address of 22 Great James Street, London WC1N 3ES United Kingdom, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, We do hereby sell, assign, transfer and set over unto MIRRIAD LIMITED, its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including the right of priority and including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, We hereby agree with the said assignee that We will not execute any writing or do any act whatsoever conflicting with these presents, and that We will, at any time upon request, without further or additional consideration but at the expense of said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and assignee;

AND We request the Commissioner for Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said MIRRIAD LIMITED, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

Date

11/04/07

Mark POPKIEWICZ

Date

11-04-07

Philip McLAUCHLAN

ORC 409453-1.077660.0013

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