

<b>PATENT ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3529096

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
TIMOTHY A. MUSGROVE	10/31/2004
ROBIN HIROKO WALSH	10/26/2004
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	CNET NETWORKS, INC.
<b>Street Address:</b>	235 SECOND STREET
<b>City:</b>	SAN FRANCISCO
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94105
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14665860
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(202)414-9299
<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>	
<b>Phone:</b>	202-414-9200
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<b>Correspondent Name:</b>	MARC S. KAUFMAN, REED SMITH LLP
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<b>ATTORNEY DOCKET NUMBER:</b>	10-351-US-D-C1
<b>NAME OF SUBMITTER:</b>	MARC S. KAUFMAN
<b>SIGNATURE:</b>	/Marc S. Kaufman/
<b>DATE SIGNED:</b>	09/16/2015
<b>Total Attachments: 1</b>	
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ASSIGNMENT

Docket No. 002566-48

For good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, as a below named inventor, I hereby sell and assign to CNET Networks, Inc. of 235 Second Street, San Francisco, CA 94105 its successors and assigns or other legal representatives all my rights, title and interest, in and for the United States of America, in and to

**PRODUCT PLACEMENT ENGINE AND METHOD**

invented by me (if only one is named below) or us (if plural inventors are named below) and described in the application for United States Letters Patent therefore, filed August 5, 2004, assigned Application No. 10/911,733 herewith and all United States Letters Patent which may be granted therefore, and all divisions, continuations, reissues, reexaminations and extensions thereof, the said interest being the entire ownership of the said Letters Patent when granted, to be held and enjoyed by said CNET Networks, Inc., its successors, assigns or other legal representatives, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held and enjoyed by me or us if this assignment and sale had not been made;

And I hereby agree to sign and execute any further documents or instruments which may be necessary, lawful, and proper in the prosecution of the above-named application or in the preparation and prosecution of any continuing, continuation-in-part, substitute, divisional, renewal, reviewed or reissue applications or in any amendment, extension, or interference proceedings, or otherwise to secure the title thereto in said assignee;

And I do hereby authorize and request the Commissioner of Patents to issue said Letters Patent to said CNET Networks, Inc.

- 1. Date: Oct 31, 2004 (Full Name) Inventor: Timothy A. MUSGROVE (Signature)   
 Residence: Same as Post Office Address Citizen of: United State  
 Post Office Address: 275 Berkshire Drive, Morgan Hill, California 95037
- 2. Date: 2004/10/26 (Full Name) Inventor: Robin Hiroko WALSH   
 Residence: Same as Post Office Address Citizen of: Canada  
 Post Office Address: 512 Ramsell Street, San Francisco, California 94132
- 3. Date: \_\_\_\_\_ (Full Name) Inventor: \_\_\_\_\_ (Signature) \_\_\_\_\_  
 Residence: Same as Post Office Address Citizen of: \_\_\_\_\_  
 Post Office Address: \_\_\_\_\_
- 4. Date: \_\_\_\_\_ (Full Name) Inventor: \_\_\_\_\_ (Signature) \_\_\_\_\_  
 Residence: Same as Post Office Address Citizen of: \_\_\_\_\_  
 Post Office Address: \_\_\_\_\_

Witness(es)

(All) \_\_\_\_\_ 1) \_\_\_\_\_ 2) \_\_\_\_\_ **PATENT**