

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3730000

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	ADMISSION CORPORATION	02/01/2007
RECEIVING PARTY DATA		
Name:	ADMISSION LICENSING LLC	
Street Address:	3000 EXECUTIVE PARKWAY	
Internal Address:	SUITE 150	
City:	SAN RAMON	
State/Country:	CALIFORNIA	
Postal Code:	94583	
PROPERTY NUMBERS Total: 3		
	Property Type	Number
	Application Number:	12831503
	Application Number:	13039676
	Application Number:	14107261
CORRESPONDENCE DATA		
Fax Number:	(703)935-0276	
<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>		
Phone:	703-437-8000	
Email:	dskobayashi@verizon.net	
Correspondent Name:	LAW OFFICE OF DUANE S. KOBAYASHI	
Address Line 1:	P.O. BOX 3207	
Address Line 4:	RESTON, VIRGINIA 20195	
NAME OF SUBMITTER:	DUANE S. KOBAYASHI	
SIGNATURE:	/duane s. kobayashi/	
DATE SIGNED:	02/07/2016	
Total Attachments: 3		
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ASSIGNMENT OF ALL INTELLECTUAL PROPERTY RIGHTS

Effective as of the 1st day of February, 2007.

WHEREAS, AdMission Corporation, a Delaware corporation, having a business address of 3000 Executive Parkway, Suite 150, San Ramon, California 94583 (herein the Assignor) is the owner of intellectual property rights relating to its business of preparing and placing electronic advertisements for others; and

WHEREAS, AdMission Licensing LLC, a Delaware limited liability company, having a business address of 3000 Executive Parkway, Suite 150, San Ramon, California 94583 (herein the Assignee) is interested in acquiring all of the intellectual property rights of Assignor listed below.

NOW, THEREFORE, in consideration of ten dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to the Assignee all right, title and interest in and to all intellectual property rights relating to its products and services and its business for the United States, its territories, and possessions, and throughout the world, including the right to sue for past infringement thereof, including, without limitation:

A. All inventions; all patent rights; all patent applications, including any and all divisions, continuations, and substitutions of such applications; the right to claim priority on such applications by virtue of the International Convention for the Protection of Industrial Property; and all patents, including any and all reissues, renewals, extensions and confirmation of such patents.

B. All design rights; all design applications including any and all divisions, continuations, and substitutions of such applications, including all design applications listed on the attachment hereto entitled "Patent and Design Right;" the right to claim priority on such applications by virtue of the International Convention for the Protection of Industrial Property; and all design patents, all design registrations, all utility models, and all reissues, renewals, extensions and confirmations thereof, including all patents, design patents, design registrations and utility models listed on Exhibit A attached hereto and incorporated herein by this reference, entitled: Patent and Design Rights.

C. All intellectual property licenses and all rights thereunder.

Assignor further agrees to carry out in good faith the intents and purposes of this assignment and to execute such further assignment documents and related documents, as may be reasonably requested by Assignee to evidence any or all of the assignments herein made and to record Assignee as the owner of the rights herein assigned including, without limitation, authorization to record documents relating to title, powers of attorney, appointments of local representative, certificates of nationality, documents relating to corporate capacity, documents

relating to signatory authority, documents relating to the authority to make the herein described assignment, the powers of attorney and authorizations for recordation of any change of name or merger involving Assignor or its predecessors.

Without diminishing the right to have documents executed by Assignor, Assignor hereby grants to Assignee an irrevocable, good and sufficient power of attorney to execute on behalf of Assignor such documents as Assignee may reasonably require to evidence any or all of the assignments herein made and to record Assignee as the owner of the rights herein assigned.

Assignor hereby further authorizes any official of any country whose duty it is to record assignments relating to patent applications, patents, design applications, design patents, design registrations, utility models, and title thereto, to record such intellectual property rights herein assigned as the property of the Assignee.

Without diminishing the right to have documents executed by Assignor, Assignor hereby further grants to Assignee a special and sufficient power of attorney to ask on Assignor's behalf for the annulment, cancellation, and/or withdrawal of any patent application, including any registration issuing thereon, and any patent registration, including renewals thereof, herein assigned.

Assignor agrees to cooperate, at Assignee's expense, by providing such assistance and documents and things as Assignee may reasonably request in connection with the filing and prosecution of any applications relating to the intellectual property rights herein assigned and maintaining, enforcing, and defending any rights in the intellectual property rights herein assigned.

ASSIGNOR - ADMISSION CORPORATION

By: _____


Sarah Pate

KH Brand

Its: President and Chief Executive Officer

ADMISSION LICENSING LLC

By: _____


Sarah Pate

Its: Manager

EXHIBIT A

PATENT AND DESIGN RIGHTS

1. **Web-Based Media Submission Tool**
U.S. Patent 6,895,557
Filed July 21, 1999
Issued May 17, 2005
Intelligent media upload mechanism allowing users to drag and drop, or otherwise select files, perform cropping, rotation, and other user-directed operations, and perform automated preprocessing of said media on the client machine prior to upload.
2. **Web-Based Media Submission Tool**
Application No. US10/961,720
Filed October 8, 2004
Continuation of Parent No. 6,895,557
3. **Method of Providing Preprocessed Images for a Plurality of Internet Web Sites**
U.S. Patent 6,732,162
Filed November 15, 1999
Issued May 4, 2004
Broad-based solution for acquiring media from remote contributors, processing said media to meet required specifications, and distributing said media to one or more intended recipients.
4. **Media acquisition, processing and distribution system for the Internet**
Application No. US10/736,285
Filed December 15, 2003
Continuation of Patent No. 6,732,162
5. **Method for Creation and Delivery of Fractional Promotions**
Provisional Application No. 60/663390
Filed March 18, 2005
6. **Method for Creation and Delivery of Fractional Promotions**
Application No. 11/385,166
Filed March 20, 2006
Method for the collection of individual online ads, tagged and filtered to be displayed in a compact form and packaged together into standard ad formats which can then be syndicated using standard ad serving systems.
7. **System for Creation and Delivery of Fractional Promotions**
Application No. 11/385,055
Filed March 20, 2006
System for the collection of individual online ads, tagged and filtered to be displayed in a compact form and packaged together into standard ad formats which can then be syndicated using standard ad serving systems.