

## PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT5111362

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
CHRISTIAN BRIGGS	02/06/2008
HEATH MCBURNETT	02/06/2008
DELFINO GALINDO JR	02/06/2008
FREDDY KNUTH	02/06/2008
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	BRIGGS DIGITAL MEDIA, LLC
<b>Street Address:</b>	101 PACIFICA STREET
<b>Internal Address:</b>	SUITE 200
<b>City:</b>	IRVING
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	92618
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15983934
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(202)842-7899
<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>	212 479 6554
<b>Email:</b>	zippatentdocketingmailboxus@cooley.com
<b>Correspondent Name:</b>	COOLEY LLP, ATTN: PATENT GROUP
<b>Address Line 1:</b>	1299 PENNSYLVANIA AVENUE, NW
<b>Address Line 2:</b>	SUITE 700
<b>Address Line 4:</b>	WASHINGTON, D.C. 20004
<b>ATTORNEY DOCKET NUMBER:</b>	CINS-001/24US 326663-2172
<b>NAME OF SUBMITTER:</b>	NATHAN W. POULSEN
<b>SIGNATURE:</b>	/Nathan W. Poulsen/
<b>DATE SIGNED:</b>	08/27/2018
<b>Total Attachments: 5</b>	

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source=CINS-001\_24US Assignment\_Executed#page5.tif

## WORLDWIDE ASSIGNMENT

WHEREAS, WE (hereinafter referred to as the "ASSIGNORS"):

Christian Briggs, a citizen of the USA and resident of Irvine, California,  
Heath McBurnett, a citizen of the USA and resident of Irving, Texas,  
Delfino Galindo, Jr., a citizen of the USA and resident of Irvine, California, and  
Fred Knuth, a citizen of the USA and resident of Irvine, California

have invented certain new and useful improvements in an invention entitled "Interactive Product Placement System and Method Therefor" for which a United States Provisional Patent Application was filed on January 30, 2008, and assigned Serial No. 61/024,829; and

WHEREAS, Briggs Digital Media, LLC, (hereinafter referred to as the "ASSIGNEE"), a limited liability company organized and existing under the laws of the State of Texas, USA, having a place of business at 101 Pacifica Street, Suite 200, Irvine, California 92618, USA, is desirous of acquiring the full and exclusive right, title and interest in and to said application inclusive of any and all priority rights derived therefrom and the inventions therein disclosed, and in and to all Letters Patent, both United States and foreign, to be granted for said inventions;

NOW, THEREFORE, for a valuable consideration, the receipt whereof is hereby acknowledged, WE, ASSIGNORS, do hereby confirm sale, assignment, transfer, and set over, and hereby sell, assign, transfer, and set over unto the ASSIGNEE, its successors and assigns, the full and exclusive right, title and interest in and to the aforesaid provisional patent application inclusive of any and all priority rights derived therefrom, and the inventions therein disclosed, and in and to all Letters Patent which may be issued upon any non-provisional applications, substitutes, divisions, utility conversion applications, and/or continuations of said application, and in and to any and all Letters Patent which may be granted for said inventions in any foreign country or countries; the same to be held and enjoyed by the ASSIGNEE for its own use and behoof, and for the use and behoof of its successors and assigns, to the full end of the term or terms for which said Letters Patent and reissues thereof may be granted as fully and entirely as the same would have been held and enjoyed by us had this assignment and sale not been made;

AND WE, ASSIGNORS, hereby agree to execute, upon request, any and all further papers which may be necessary or desirable to enable the ASSIGNEE, its successors and assigns, to file and prosecute said application, and any and all non-provisional applications, substitutes, divisions, and/or continuations thereof, and any and all reissues of the Letters Patent granted upon any non-provisional applications, substitutes, divisions, and/or continuations thereof, and any and all applications for foreign Letters Patent on said inventions; and ASSIGNORS further agree to execute any and all further papers which may be necessary or desirable to vest or perfect the title of ASSIGNEE, its successors and assigns, in and to said application and the inventions therein disclosed, and in and to any and all Letters Patent and reissues thereof, both United States and foreign, which may be granted upon any non-provisional applications, substitutes, divisions, and/or continuations of said application, and upon any foreign applications;

AND WE, ASSIGNORS, hereby authorize and request The Commissioner of Patents to issue each and every Letters Patent to be granted upon any and all non-provisional applications, substitutes, divisions, and continuations of said application, and each and every reissue of said Letters Patent, to the ASSIGNEE, its successors and assigns, as the assignee of the entire right, title and interest therein, in accordance with this assignment.

IN WITNESS WHEREOF, this assignment has been executed below by the undersigned this  
12<sup>th</sup> day of February, 2008:

Assignor: Christian Briggs


  
Signature

STATEMENT BY WITNESS

I, Stephanie Stone, whose full Post Office address is

3220 Spectrum Irvine, CA 92618  
(Address of Witness)

hereby declare that I was personally present and did see the above named person, personally known to me to be the person named in the assignment, duly sign and execute the same.

  
Signature of Witness

IN WITNESS WHEREOF, this assignment has been executed below by the undersigned this  
16<sup>th</sup> day of February, 2008:

Assignor: Heath McBurnett

  
Signature

STATEMENT BY WITNESS

I, Stephanie Stone, whose full Post Office address is

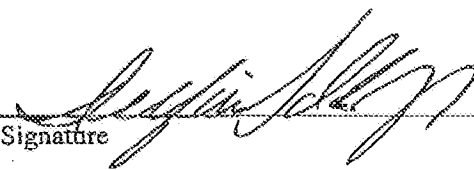
3220 Spectrum Irvine, CA 92618  
(Address of Witness)

hereby declare that I was personally present and did see the above named person, personally known to me to be the person named in the assignment, duly sign and execute the same.

  
Signature of Witness

IN WITNESS WHEREOF, this assignment has been executed below by the undersigned this  
16<sup>th</sup> day of February, 2008:

Assignor: Delfino Galindo, Jr.

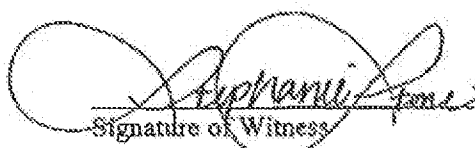
  
Signature

STATEMENT BY WITNESS

I, Stephanie Stone, whose full Post Office address is

3220 Spectrum Irvine, CA 92618  
(Address of Witness)


hereby declare that I was personally present and did see the above named person, personally known to me to be the person named in the assignment, duly sign and execute the same.

  
Signature of Witness

Attorney Docket 1574.301

Serial No. 61/024,829

6<sup>th</sup> IN WITNESS WHEREOF, this assignment has been executed below by the undersigned this  
day of February, 2008:

Assignor: Freddy KnuthSignature 

## STATEMENT BY WITNESS

I, Stephanie Stone, whose full Post Office address is

3220 Spectrum, Irvine, CA 92618  
(Address of Witness)

hereby declare that I was personally present and did see the above named person, personally known to me  
to be the person named in the assignment, duly sign and execute the same.

  
Signature of Witness

P. 003

FAX: 9497530238

FEB-07-2008 THU 02:13 PM BRIGGS VENTURES

RECORDED: 08/27/2018

PATENT  
REEL: 046710 FRAME: 0494