

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT7252969

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
TIMOTHY VANDERHOOK	02/15/2008
CHARLES VANDERHOOK	02/14/2008
ADITYAVIJAY B. RATHORE	02/07/2008
MANISH H. PATIL	02/07/2008
NAGENDRA M.N. SASTRY	02/07/2008
RAVIRATAN ARORA	03/20/2008
SHANUBHOG G. SANGAMESWARA	02/14/2008
RECEIVING PARTY DATA	
Name:	SPECIFIC MEDIA, INC.
Street Address:	4 PARK PLAZA
Internal Address:	SUITE 1900
City:	IRVINE
State/Country:	CALIFORNIA
Postal Code:	92614
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17707786
CORRESPONDENCE DATA	
Fax Number:	(310)641-8798
<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:	(310) 641-8797
Email:	rfieland@gates-cooper.com
Correspondent Name:	GATES & COOPER LLP
Address Line 1:	6060 CENTER DRIVE
Address Line 2:	SUITE 830
Address Line 4:	LOS ANGELES, CALIFORNIA 90045
ATTORNEY DOCKET NUMBER:	257.0019USC5
NAME OF SUBMITTER:	JASON S. FELDMAR
SIGNATURE:	/Jason S. Feldmar/

PATENT

DATE SIGNED:	03/30/2022
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Total Attachments: 7

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- source=1-Assignment_Inventors-to-Specific-Media-Inc#page6.tif
- source=1-Assignment_Inventors-to-Specific-Media-Inc#page7.tif

ASSIGNMENT

WHEREAS, We, Timothy Vanderhook, a United States citizen, residing at 3141 Michelson Drive # 706, Irvine, California 92612, Christopher Vanderhook, a United States citizen, residing at 330 N. Oberle Place, Placentia, California 92870, Rathore B. Adityavijay, a citizen of India, residing at 2-J, Ganga Jamna Flats, Sardar Patel Nagar, Ellisbridge, Ahmedabad - 380006, Gujarat, India, Manish Hiramani Patil, a citizen of India, residing at 1, New Ramkrishna Society, Heaven Park Road, Beh. ISRO, Ramdevnagar, Satellite, Ahmedabad, India. 380015, Nagendra Madakasira Narayana Sastry, a citizen of India, residing at A-102, Sural Apartments, Opp: Devashish School, Bodakdev, Ahmedabad, Gujarat State, India 380015, Raviratan Arora, a citizen of India, residing at 30 River Court #201, Jersey City, NJ 07310, and Shanubhog G. Sangameswara, a United States citizen, residing at 11772 Pine Brook Lane, Cupertino, CA 95014 have invented certain new and useful improvements in a SYSTEM AND METHOD OF DETERMINING USER DEMOGRAPHIC PROFILES OF ANONYMOUS USERS for which we have filed an application for Letters Patent in the United States, Application No. 11/852,775, Filed on September 10, 2007;

AND WHEREAS, SPECIFIC MEDIA, INC. (hereinafter "ASSIGNEE"), with its principal place of business at 4 Park Plaza, Ste. 1900, Irvine, CA 92614, desires to acquire the entire right, title, and interest in and to said improvements and said Application:

NOW, THEREFORE, in good and valuable consideration, the receipt of which is hereby acknowledged, we, said inventors, do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under said improvements, and said application including all provisional applications relating thereto, and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE DO HEREBY sell, assign, transfer, and convey to ASSIGNEE, his successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patent before or after issuance.

AND WE HEREBY covenant and agree that we will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible

to aid said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 15th day of FEBRUARY, 2008

Timothy Vanderhook
Timothy Vanderhook

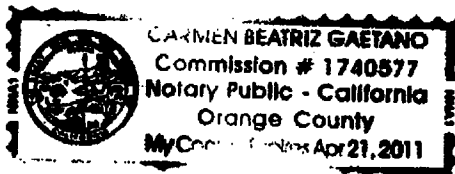
STATE OF California }
COUNTY OF Orange } ss.

On 02-15-2008, before me, Carmen B Gaetano, notary public, personally appeared Timothy Vanderhook personally known to me (~~or proved to me on the basis of satisfactory evidence~~) to be the person(s) whose name(s) is/~~are~~ subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(~~ies~~), and that by his signature(~~s~~) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]



Carmen B Gaetano
Notary Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 14th day of February, 2008

Christopher Vanderhook
Christopher Vanderhook

STATE OF California }
COUNTY OF Orange } ss.

On FEB. 14th 2008 before me, Carmen B Gaetano, notary public, personally appeared Christopher Vanderhook personally known to me (~~or proved to me on the basis of satisfactory evidence~~) to be the person(s) whose name(s) is/~~are~~ subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized


Application No.: 11/852,775
Filing Date: September 10, 2007

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Client Code: SPEME.001A
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capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.





Notary Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this _____ day of _____, 20__.

Rathore B. Adityavijay

Witness

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this _____ day of _____, 20__.

Manish Hiramani Patil

Witness

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this _____ day of _____, 20__.

Sastry Nagendra Madakasira Narayana

Witness

capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.


I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

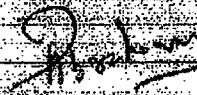
[SEAL]

Notary Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 7th day of February, 2008

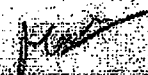


Rathore B. Adityavijay

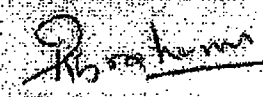


Witness

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 7th day of February, 2008



Manish Hiramani Patil




Witness

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 7th day of February, 2008



Sastry Nagendra Madakasira Narayana



Witness

Application No.: 11/852,775
Filing Date: September 10, 2007

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IN TESTIMONY WHEREOF, I hereunto set my hand and seal this ____ day of
____, 20__.

STATE OF New Jersey
COUNTY OF Hudson ss.

Raviratan Arora
Raviratan Arora

On 3/20/08, before me, Raviratan Arora, notary public, personally appeared Raviratan Arora personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]

TAUHEESHA RICHARDSON
NOTARY PUBLIC
STATE OF NEW JERSEY
MY COMMISSION EXPIRES JULY 27, 2012

Tauheesha Richardson
Notary Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this ____ day of
____, 20__.

Shanubhog G. Sangameswara
Shanubhog G. Sangameswara

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this _____ day of _____, 20__.

STATE OF _____ }
COUNTY OF _____ } ss. Raviratan Arora

On _____, before me, _____ notary public, personally appeared Raviratan Arora personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

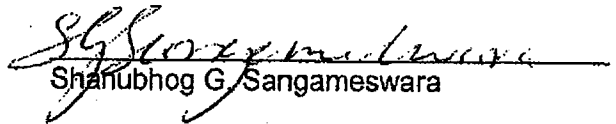
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]

Notary Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 14th day of FEBRUARY, 2008


Shanubhog G. Sangameswara

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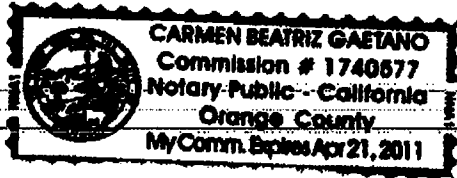
STATE OF California
COUNTY OF Orange } ss

On 2-14-2008, before me, Carmen B Gaetano, notary public, personally appeared Shanubhog G. Sangameswara personally known to me (~~or proved to me on the basis of satisfactory evidence~~) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(~~ies~~), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]



4409284/bd
101507

A handwritten signature in cursive script, appearing to read "Carmen B Gaetano".

Notary Signature