



07-14-1998



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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): WRO
Brian TARPEY 6-29-98

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):

Name: David BARON

Internal Address: _____

3. Nature of conveyance:

Assignment Merger

Security Agreement Change of Name

Other _____

Execution Date: March 30, 1998

Street Address: 85 Miller Road

Kinnelon, NJ 07405

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: _____

A. Patent Application No.(s) 08/694,201 B. Patent No.(s) _____

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: James Zubok

Internal Address: FELFE & LYNCH

Street Address: 805 Third Avenue

City: New York State: NY Zip: 10022

6. Total number of applications and patents involved:

7. Total fee (37 C.F.R. § 3.41) \$40.00

Enclosed

Authorization to be charged to deposit account

8. Deposit Account Number: 06-0530

(Attach duplicate of this page if paying by Deposit Account)

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

James Zubok [Signature] June 25, 1998

Name of Person Signing Signature Date

07/14/1998 0000077 00694201 Total number of pages including cover sheet, attachment, and document: 3

01 FC-581 40.00 Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patent and Trademarks, Box Assignments
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ASSIGNMENT

WHEREAS THE UNDERSIGNED [HEREINAFTER "ASSIGNOR"] IS A CO-INVENTOR OF CERTAIN NEW AND USEFUL IMPROVEMENTS IN A

ADVERTISING SYSTEM AND METHOD

FOR WHICH AN APPLICATION FOR UNITED STATES LETTERS PATENT WAS FILED ON AUGUST 8, 1996 AS U.S. APPLICATION S.N. 08/694,201.

WHEREAS DAVID BARON A CO-INVENTOR OF THE AFOREMENTIONED INVENTION AND CO-APPLICANT ON THE AFOREMENTIONED APPLICATION (HEREINAFTER "ASSIGNEE") IS DESIROUS OF ACQUIRING THE ENTIRE RIGHT, TITLE AND INTEREST IN THE SAME:

NOW, THEREFORE, IN CONSIDERATION OF THE SUM OF ONE DOLLAR (\$1.00), THE RECEIPT WHEREOF IS HEREBY ACKNOWLEDGED, AND OTHER GOOD AND VALUABLE CONSIDERATION, THE SAID ASSIGNOR HEREBY SELLS, ASSIGNS AND TRANSFERS UNTO SAID ASSIGNEE, THE FULL AND EXCLUSIVE RIGHT TO THE SAID INVENTION IN THE UNITED STATES AND THE ENTIRE RIGHT, TITLE, AND INTEREST IN AND TO ANY AND ALL LETTERS PATENT WHICH MAY BE GRANTED THEREFOR IN THE UNITED STATES.

SAID ASSIGNOR HEREBY AUTHORIZES AND REQUESTS THE COMMISSIONER OF PATENTS AND TRADEMARKS TO ISSUE SAID LETTERS PATENT TO SAID ASSIGNEE, AS THE ASSIGNEE OF THE ENTIRE RIGHT, TITLE, AND INTEREST IN AND TO THE SAME, FOR THE SOLE USE AND FOR THE USE OF ITS SUCCESSORS, LEGAL REPRESENTATIVES, AND ASSIGNS, 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 BY SAID ASSIGNOR HAD THIS ASSIGNMENT AND SALE NOT BEEN MADE.

WITNESS, THE HAND AND SEAL OF THE ASSIGNOR ON THE DATE(S) INDICATED.

DATE(S)

3/30/98

SIGNATURE(S)


BRIAN TARREY

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