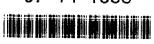
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	Brian TARPEY	6-29-98	Name: <u>David BARON</u>	
			Internal Address:	
Additional name(s) of conveying party(ies) attached? ☐ Yes ☑ No				
3.	Nature of conveyance:			
×	Assignment	Merger	Street Address: 85 Miller Road	
	Security Agreement	Change of Name		
	Other		Kinnelon, NJ 07405	
Exe	cution Date: March 30, 1998		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:			
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5.	Name and address of party to whom c concerning document should be maile		6. Total number of applications and patents involved: Ф	
	Name: James Zubo	k	7. Total fee (37 C.F.R. § 3.41)	
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		opportunities of the state of t	☐ Authorization to be charged to deposit account	
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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 <u>DAVID BARON</u> 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 BOLE 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)

SIGNATURE(S)

3/30/98

RECORDED: 06/25/1998

FELFE & LYNCH 805 THIRD AVENUE NEW YORK, N.Y. 10022 TEL. No. 212-688-9200