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U.S. DEPARTMENT OF COMMERCE
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SHEET

Docket No. 228/005

100775107

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

1. Name of conveying party(ies): Gary L. West and Thomas B. Barker Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party: Name: <u>Ronald A. Katz</u> Internal Address: _____
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____ Execution Date: <u>May 7, 1998</u>	City: _____ State: _____ Zip: _____ Street Address: <u>9200 Sunset Boulevard, Suite 1005</u> City: <u>Los Angeles</u> State: <u>CA</u> Zip: <u>90069</u> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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: May 12, 1998

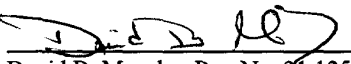
A. Patent Application No(s). <u>09/038,399</u>	B. Patent No(s):
Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>David B. Murphy, Esq.</u> Internal Address: <u>LYON & LYON LLP</u> <u>633 West Fifth Street, Suite 4700</u> <u>Los Angeles, CA 90071-2066</u>	6. Total number of applications and patents involved: <u>1</u>
	7. Total fee (37 CFR 3.41): \$ <u>40.00</u> <input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> Charge this Deposit Account if any additional fee is required
	8. Deposit Account Number: <u>12-2475</u>

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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.

 _____ Date: June 30, 1998

David B. Murphy, Reg No. 31,125

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 05 FC:581 40.00 pp

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A S S I G N M E N T

WHEREAS, WE, GARY L. WEST, a citizen of the United States of America, residing at 9746 Ascot Drive, Omaha, Nebraska 68114, and THOMAS B. BARKER, a citizen of the United States of America, residing at 708 North 164th Street, Omaha, Nebraska, 68118 (hereinafter referred to as "ASSIGNORS"), have co-invented, along with Ronald A. Katz, and own a certain invention entitled METHODS AND APPARATUS FOR INTELLIGENT SELECTION OF GOODS AND SERVICES IN TELEPHONIC AND ELECTRONIC COMMERCE for which application for Letters Patent of the United States of America was filed on March 11, 1998, assigned Serial No. 09/038,399; and

WHEREAS, **RONALD A. KATZ**, an individual residing in the State of California, and having a principal place of business at **9200 Sunset Boulevard, Suite 1005, Los Angeles, California 90069** (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the exclusive right, title and interest in, to and under said invention and in, to and under any Patent or similar legal protection to be obtained therefor in the United States of America, its territorial possessions and in any and all countries foreign thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign, transfer and set over unto the said ASSIGNEE, its successors and assigns, the full and exclusive right, title and interest to said invention and to all Letters Patent or application or similar legal protection, not only in the United States and its territorial possessions, but in all countries foreign thereto to be obtained for said invention by said application, and to any continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in the United States or a foreign country for the full term or terms for which the

same may be granted, including all priority rights under the International Convention; and
ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue
said Letters Patent or any legal equivalent thereof to said ASSIGNEE, its successors and assigns, in
accordance with this Assignment.

ASSIGNORS hereby covenant that no assignment, sale, agreement or encumbrance has been
or will be made or entered into which would conflict with this Agreement;

ASSIGNORS further covenant that ASSIGNEE will, upon his request, be provided promptly
with all pertinent facts and documents relating to said application, said invention and said Letters
Patent and legal equivalents as may be known and accessible to ASSIGNORS and will testify as to
the same in any interference or litigation related thereto and will promptly execute and deliver to
ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply
for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and
said equivalents in the United States or in any foreign country, which may be necessary or desirable
to carry out the purposes thereof.

