

11-18-1998



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ASSIGNMENT RECORDATION COVER SHEET
-PATENTS ONLY-

U.S. PTO
09/184209
11/02/98

To: Honorable Commissioner of Patents and Trademarks:

Please record the attached original document(s) or copy thereof.

1. Name of conveying party(ies) WED
a) Cynthia N. Dahm 11-2-98
b) Andrew L. Laursen.
2. Name and address of receiving party(ies):
a) Name: UNWIRED PLANET, INC.
Address: 800 Chesapeake Drive
Redwood City, CA 94063

3. Nature of conveyance
☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____ ☐ License Agreement

Execution Date: November 2, 1998

4. Application Number(s) or Patent Number(s): To be assigned

The title of the (new) application is: 09/184,209

ONLINE CHURN REDUCTION AND LOYALTY SYSTEM

5. Please send all correspondence concerning this (these) documents to:

C. Douglass Thomas
BEYER & WEAVER, LLP
P.O. Box 61059
Palo Alto, CA 94306
Tel. No.: (650) 493-2100
Fax No.: (650) 493-2102

11/06/1998 PST/MBAC 00000061 09184209 of applications and patents involved: 1

04 FC:581

7. Total fee (37 CFR 3.41): \$40.00

☒ Enclosed

8. 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: 11/2/98

C. Douglass Thomas
C. Douglass Thomas
Registration No. 32,947

ASSIGNMENT OF PATENT APPLICATION

(Accompanying Application)

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:

ONLINE CHURN REDUCTION AND LOYALTY SYSTEM

(Atty. Docket No.: UWP1P012) for which I (we) have executed an application for a United States Letters Patent.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/We the undersigned inventor(s) hereby:

- 1) Sell(s), assign(s) and transfer(s) to **UNWIRED PLANET, INC.**, a Delaware corporation having a place of business 800 Chesapeake Drive, Redwood City, CA 94063 (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative and applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

1. Inventor Signature: Cynthia N. Dahm
Cynthia N. Dahm

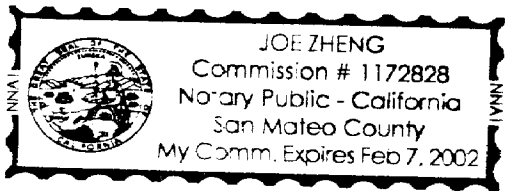
Date: 11/2/98

SANTA MATEO COUNTY)
) ss.
STATE OF CALIFORNIA)

On this 2nd day of November, in the year 1998, before me,
JOE ZHENG, personally appeared Cynthia N. Dahm, personally known to
me (or proved to me on the basis of satisfactory evidence) to be the person whose name is
subscribed to the within instrument, and acknowledged to me that he/she executed the same in
his/her authorized capacity(ies), and that by his/her signature on the instrument the person, or
the entity upon behalf of which the person acted, executed the instrument.
WITNESS my hand and official seal.

Notary Signature [Signature]

(SEAL)



2. Inventor Signature: Andrew L. Laursen
Andrew L. Laursen

Date: 11/2/98

SANTA MATEO COUNTY)
) ss.
STATE OF CALIFORNIA)

On this 2nd day of November, in the year 1998, before me,
JOE ZHENG, personally appeared Andrew L. Laursen, personally known to
me (or proved to me on the basis of satisfactory evidence) to be the person whose name is
subscribed to the within instrument, and acknowledged to me that he/she executed the same in
his/her authorized capacity(ies), and that by his/her signature on the instrument the person, or
the entity upon behalf of which the person acted, executed the instrument.
WITNESS my hand and official seal.

Notary Signature [Signature]

(SEAL)

