

FORM PTO-1595  
1-31-92

05-20-1998

T U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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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):

New North Media Inc.

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

## 3. Nature of conveyance:

- ☒ Assignment ☐ Merger
- ☐ Security Agreement ☐ Change of Name
- ☐ Other \_\_\_\_\_

Execution Date: October 30, 1998

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

Name: Bell Canada

Internal Address: \_\_\_\_\_

Street Address: 1050 Beaver Hall HillCity: Montreal Quebec State: State ZIP: H2Z 1S4Additional 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)

B. Patent No.(s)

5,873,068

5,812,647

Additional numbers attached? ☐ Yes ☒ No

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

Name: Norman P. Soloway

Internal Address: \_\_\_\_\_

Street Address: HAYES, SOLOWAY, HENNESSEY, GROSSMAN & HAGE  
175 Canal StreetCity: Manchester State: NH ZIP: 03101

## 6. Total number of applications and patents involved:

2

7. Total fee (37 CFR 3.41):..... \$ 80.00☒ Enclosed☒ Any fee deficiency  
Authorized to be charged to deposit account

## 8. Deposit account number:

08-1391

(Attach duplicate copy of this page if paying by deposit account)

05/19/1999 JSHABAZZ 00000192 5873068

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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.*Norman P. Soloway  
Name of Person SigningMay 11, 1999  
Date

Total number of pages comprising cover sheet:

4

PATENT

**2. NAME AND ADDRESSES OF ADDITIONAL RECEIVING PARTIES:**

Name: NORTHERN TELECOM LIMITED

Street Address: 8200 Dixie Road, Suite 100

City: Brampton, Ontario L6T 5P6, CANADA

Name: BRUNCOR INC.

Street Address: One Brunswick Square  
P.O. Box 5030

City: Saint John, New Brunswick E2L 4L4. CANADA

## ASSIGNMENT

WHEREAS, NEW NORTH MEDIA INC., ("Assignor"), whose full post office address is One Brunswick Square, P. O. Box 5030, Saint John, New Brunswick E2L 4L4, Canada is the owner of the patents and patent applications identified on the attached Schedule and the inventions disclosed and claimed therein;

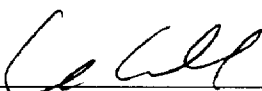
AND WHEREAS, BELL CANADA, NORTHERN TELECOM LIMITED, and BRUNCOR INC., ("Assignees"), whose full post office addresses are 1050 Beaver Hall Hill, Montreal, Quebec H2Z 1S4; 8200 Dixie Road, Suite 100, Brampton, Ontario L6T 5P6 and One Brunswick Square, P.O. Box 5030, Saint John, New Brunswick E2L 4L4, Canada, respectively, are desirous of acquiring joint ownership of all right, title and interest in the patents and patent applications identified on the attached Schedule and the inventions disclosed and claimed therein.

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, the said Assignor, does hereby sell, assign and transfer unto the said Assignees, all of its right, title and interest in Canada, the United States, and all other countries and jurisdictions, in and to the inventions disclosed and claimed in the said patents and patent applications identified in the attached Schedule and in and to the said patents and patent applications identified on the attached Schedule, the same to be held and enjoyed jointly by the said Assignees, to the full end of the terms for which said Letters Patent are and shall be granted, as fully and entirely as the same would have been held and enjoyed by the said Assignor had this assignment and sale not been made.

The Assignor further undertakes and agrees to execute such documents as may be necessary and proper to enable the Assignees to obtain and maintain patent protection for the said inventions in any country.

EXECUTED at Toronto, Ontario, Canada this 30<sup>th</sup> day of October, 1998

NEW NORTH MEDIA INC.

By:   
Name: Chris Keevill  
Position: President

[Corporate Seal]

WITNESS: 

**SCHEDULE A**

<u>COUNTRY</u>	<u>SERIAL NO.</u>	<u>PATENT NO.</u>	<u>FILING DATE</u>	<u>ISSUE DATE</u>	<u>TITLE</u>
U.S.A.	08/076,648	5,812,647	June 14/93	Sept. 22/98	Display Based Marketing Message Control System and Method
U.S.A.	08/556,981	-	June 14/93	-	Display Based Marketing Message Control System and Method
CANADA	2,125,843	-	June 14/94	-	Display Based Marketing Message Control System and Method
AUSTRALIA	70653/94	70653/94	June 14/94	Nov. 12/97	Display Based Marketing Message Control System and Method
NEW ZEALAND	267955	267955	June 14/94	Oct. 28/97	Display Based Marketing Message Control System and Method
JAPAN	501149/95	-	Dec. 14/95	-	Display Based Marketing Message Control System and Method
EUROPE	94919522.6	-	Feb. 5/96	-	Display Based Marketing Message Control System and Method

**PATENT**