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COVER SHEET

Patent and Trademark Office

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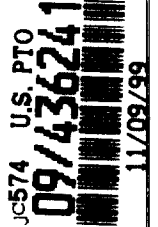
1. Name of conveying party(ies):

Marc LANGHEINRICH
Atsuyoshi NAKAMURA

NRD

11-9-99

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

NEC CORPORATION
7-1, Shiba 5-chome, Minato-ku
Tokyo, JAPANAdditional conveying party(ies)
attached?

NO

3. Nature of conveyance:

ASSIGNMENT

Execution Date:

October 29, 1999Additional name(s) & address(es) attached? **NO**

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

09/436,241

If this is being filed together with a new application, the execution date of the application is: **October 29, 1999**

A. Patent Application Number(s):

B. Patent Number(s):

Additional numbers attached? **NO**5. Name and address of party to whom correspondence
concerning document should be mailed:David A. Blumenthal
FOLEY & LARDNER
Washington Harbour
3000 K Street, N.W., Suite 500
Washington, D.C. 20007-51096. Total number of applications/patents involved: **1**7. Total fee (37 C.F.R. § 3.41): **\$40.00**☒ Check Enclosed

Charge to deposit account

8. Deposit account number: **19-0741****DO NOT USE THIS SPACE**

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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. The Commissioner is hereby authorized to charge any additional recordation fees which may be required in this matter to the above-identified deposit account.

11/19/1999 DFL01D

David A. Blumenthal

02 FC:501

Name of person signing

Signature

November 9, 1999

Date

Total number of pages including cover sheet, attachments, and document: **2****PATENT**
REEL: 010386 FRAME: 0133

ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each undersigned inventor has sold and assigned, and by these presents hereby sells and assigns, unto

name and
address of
assignee

NEC Corporation
7-1, Shiba 5-chome, Minato-ku, Tokyo, Japan

(hereinafter ASSIGNEE) all right, title and interest for the United States, its territories and possessions in and to this invention relating to

title of
invention

A SYSTEM AND METHOD FOR PROVIDING CUSTOMIZED
ADVERTISING ON THE WORLD WIDE WEB

as set forth in this United States Patent Application

check one

☒ executed concurrently herewith

☐ executed on _____

☐ Serial No. _____ Filed _____

in and to said United States Patent Application including any and all divisions or continuations thereof and in and to any and all Letters Patent of the United States which may issue on any such application or for said invention, including any and all reissues or extensions thereof, to be held and enjoyed by said ASSIGNEE, its successors, legal representatives and assigns to the full end of the term or terms for which any and all such Letters Patent may be granted as fully and entirely as would have been held and enjoyed by the undersigned had this Assignment not been made;

Each of the undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue any and all such Letters Patent to said ASSIGNEE, its successors or assigns in accordance herewith;

Each of the undersigned warrants and covenants that he has the full and unencumbered right to sell and assign the interests herein sold and assigned and that he has not executed and will not execute any document or instrument in conflict herewith;

Each of the undersigned further covenants and agrees he will communicate to said ASSIGNEE, its successors, legal representatives or assigns all information known to him relating to said invention or patent application and that he will execute and deliver any papers, make all rightful oaths, testify in any legal proceedings and perform all other lawful acts deemed necessary or desirable by said ASSIGNEE, its successors, legal representatives or assigns to perfect title to said invention, to said application including divisions and continuations thereof and to any and all Letters Patent which may be granted therefor or thereon, including reissues or extensions, in said ASSIGNEE, its successors, or assigns or to assist said ASSIGNEE, its successors, legal representatives or assigns in obtaining, reissuing or enforcing Letters Patent of the United States for said invention;

Each of the undersigned hereby grants the firm of **FOLEY & LARDNER** the power to insert in this Assignment any further identification which may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

NAMES AND SIGNATURES OF INVENTORS

Name: Marc LANGHEINRICH	Signature: <i>Marc Langheinrich</i>	Date: October 29, 1999
Name: Atsuyoshi NAKAMURA	Signature: <i>Atsuyoshi Nakamura</i> (with stamp)	Date: October 29, 1999
Name:	Signature:	Date:
Name:	Signature:	Date:

NAMES AND SIGNATURES OF WITNESSES

Name: Fumitake WATANABE	Signature: <i>Fumitake Watanabe</i>	Date: October 29, 1999
Name: Akira MUTO	Signature: <i>Akira Muto</i>	Date: October 29, 1999

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