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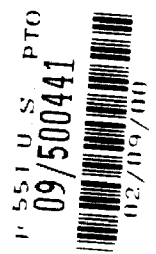
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To the Assistant Commissioner of Patents. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Frank HAGEBARTH

Additional name(s) of conveying party(ies) attached?
 yes no

2. Name and address of receiving party(ies)?
ALCATEL
54, rue La Boetie
75008 Paris, France



3. Nature of Conveyance:
 Assignment Merger
 Security Agreement Change of Names
 Other

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 yes no

Execution Date: January 20, 2000

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: January 20, 2000
A. Patent Application No.(s)
Additional numbers attached? Yes No

B. Patent No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed:
SUGHRUE, MION, ZINN, MACPEAK & STAS, PLLC
2100 Pennsylvania Avenue, N.W.
Suite 800
Washington, D.C. 20037-3213

6. Total number of applications and registration involved:
1

7. Total Fee (37 CFR 3.41): \$40.00
 Enclosed. Please charge any underpayment in connection with this Assignment to Deposit Account No. 19-48
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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.
David J. Cushing

David J. Cushing

February 9, 2000
Date

TOTAL NUMBER OF PAGES COMPRISING COVER SHEET, ATTACHMENTS AND DOCUMENT: 2

OMB No. 0651-0011 (exp. 4/94)

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Mail documents to be recorded with required cover sheet information to:
Assistant Commissioner of Patents
Box Assignments
Washington, D.C. 20231

Assignment

Whereas, I, Frank HÄGEBARTH, of Kirchheim, Germany, hereinafter called assignor, have invented certain improvements in:

"Process for Placing and Reading an Advertisement",

and executed an application for Letters Patent of the United States of America therefor on

January 20, 2000 ; and

Whereas,

ALCATEL
54 , rue La Boetie
75008 Paris, France

(assignee), desires to acquire the entire right, title, and interest in the application and invention, and to any United States patents to be obtained therefor;

Now therefore, for valuable consideration, receipt whereof is hereby acknowledged,

We, the above named assignors, hereby sell, assign and transfer to the above named assignee, its successors and assigns, the entire right, title and interest in the application and the invention disclosed therein for the United States of America, including the right to claim priority under 35 U.S.C. §119, and I/we request the Commissioner of Patents to issue any Letters Patent granted upon the invention set forth in the application to the assignee, its successors and assigns; and we will execute without further consideration all papers deemed necessary by the assignee in connection with the United States application when called upon to do so by the assignee.

We hereby authorize and request my attorneys SUGHRUE, MION, ZINN, MACPEAK & SEAS of 2100 Pennsylvania Avenue, NW, Washington, DC 20037-3202 to insert here in parentheses (Application number _____, filed _____) the filing date and application number of said application when known.

Date: 1/20/2000 Frank HÄGEBARTH *Frank HägebARTH*
_____ s/

Date: _____ s/

Date: _____ s/

Date: _____ s/

Date: _____ s/

Date: _____ s/

(Legalization not required for recording but is prima facie evidence of execution under 35 U.S.C. §261)