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ID-RSV-213 / AP99-282FORM PTO-1595  
(Rev. 6-93)

101363529

U.S. Department of Commerce  
Patent and Trademark Office

To the Honorable Asst. Commissioner for Patents. Please record the attached original documents or copy thereof

## 1. Name of conveying party(ies):

Jamey Graham, David G. Stork

Additional name(s) of conveying parties attached?

☐ Yes ☒ No

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

Name: Ricoh Company, Ltd.

Internal Address:

Street Address: 3-6 Naka-Magone, 1-Chome

City: Ota-Ku, Tokyo 143, Japan

Additional names and addresses attached?

☐ Yes ☒ No

## 3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other:

Execution Date: April 14, 2000 and April 17, 2000

## 4. Application Number(s) or Patent Numbers.

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No(s): 09/483,092

B. Patent No(s):

Additional numbers attached?

☐ Yes☒ No

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

Name: Sujit B. Kotwal  
TOWNSEND AND TOWNSEND AND CREW LLP  
Two Embarcadero Center, 8<sup>th</sup> Floor  
San Francisco, California 94111-3834  
(650) 326-2400

## 6. Total number of applications and patents involved 1

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

☐ Enclosed☒ Charge Fees to Deposit Account☒ Charge any additional fees associated with this paper or during the pendency of this application, or credit any overpayment, to deposit account.

## 8. Deposit account number: 20-1430

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## 9. Statement and signature.

*To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true of copy of the original document.*

Sujit B. Kotwal

Name of Person Signing

S. B. Kotwal

Signature

May 4, 2000

Date

Atty Reg. No. 43,336

Total number of pages including cover sheet, attachments and document 3

## 10. Change Correspondence Address to that of Part 5?

☒ Yes☐ No

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

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Asst. Commissioner for Patents  
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Washington, D.C. 20231PATENT  
REEL: 010791 FRAME: 0846

## ASSIGNMENT OF PATENT APPLICATION

JOINT

WHEREAS, Jamey Graham, of 211 W. O'Connor Street, Menlo Park, California 94025, and David G. Stork, of 111 Crescent Avenue, Portola Valley, California 94028, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

**Title of Invention:** METHOD, SYSTEM AND COMPUTER CODE FOR  
CONTENT BASED WEB ADVERTISING

**Date(s) of execution of Declaration:** April 14, 2000 and April 17, 2000

**Filing Date:** January 14, 2000

Application No.: 09/483,092; and

WHEREAS, Ricoh Company, Ltd., of 3-6 Naka-Magone, 1-Chome, Ota-Ku, Tokyo 143, Japan, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

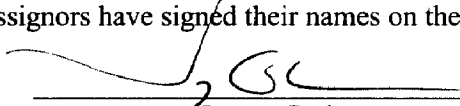
Assignors further agree that they will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Assignors hereby authorize and request Townsend and Townsend and Crew LLP, Two Embarcadero Center, 8<sup>th</sup> Floor, San Francisco, CA 94111-3834, to insert herein above the application number and

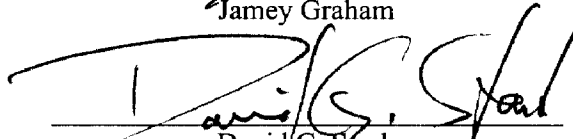
filing date of said application when known.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Dated: 4/17/2000

  
\_\_\_\_\_  
Jamey Graham

Dated: April 14, 2000  
~~2000~~  
DGS

  
\_\_\_\_\_  
David G. Stork

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