

ASSIGNMENT

BCK-001.01

WHEREAS, WE, Paul Senn, Thomas Erskine, John Cooper and Kenneth W. Sonberg of Swampscott, Massachusetts, Marblehead, Massachusetts, Tewksbury, Massachusetts and Andover, Massachusetts, respectively, have developed certain inventions described in a patent application titled SYSTEMS AND METHODS FOR PRERATING COSTS FOR A COMMUNICATION EVENT and having U.S. Application No. 09/371,176 filed August 11, 1999 having full right to convey their entire right, title and interest, both legal and equitable, in and to said inventions, free from all prior assignments, agreements, licenses, mortgages, security interests, or other encumbrances whatsoever; and

WHEREAS, Boston Communications Group, Inc. ("Assignee"), of Woburn, Massachusetts, is desirous of acquiring the entire right, title and interest in and to said invention or inventions and any and all patents to be obtained therefor;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the undersigned, the undersigned do hereby sell, assign, transfer and set over unto said Assignee, its successors and assigns, their entire right, title and interest throughout the world in and to said invention or inventions, as described in the aforesaid application, in any form or embodiment thereof, and in and to the aforesaid application; and in and to any application filed in any foreign country based thereon, including the right to file said foreign applications and claim priority under the provisions of any international convention or treaty; also the entire right, title and interest throughout the world in and to any and all patents or reissues or extensions thereof to be obtained in this or any foreign country upon said invention or inventions and any divisional, continuation, continuation-in-part or substitute applications which may be filed upon said invention or inventions in this or any foreign country; and the undersigned hereby authorize and request the issuing authority to issue any and all patents on said application or applications to said Assignee or its successors and assigns.

The undersigned further agree, without any further payment or compensation by said Assignee or its successors and assigns, to communicate to said Assignee, its representatives or agents or its successors and assigns, any facts relating to said invention or inventions including evidence for interference purposes or for other legal proceedings whenever requested; testify in any interference or other legal proceedings, whenever requested; execute and deliver, on request, all lawful papers required to make any of the foregoing provisions effective; and generally do everything possible to aid said Assignee, its successors or assigns and nominees to secure, obtain and enforce proper patent protection for said invention or inventions in this or any foreign country.

IN TESTIMONY WHEREOF, the undersigned have hereunto set their hands and seals on the date after their signatures.

362992.1

(L.S.)

Paul Senn

Paul Senn

10/4/99

(Date)

Commonwealth of Massachusetts)

County of Middlesex)

On this the 4th day of October, 1999 before me personally appeared Paul Senn, to me personally known, and known to me to be the persons who signed the foregoing assignment, and acknowledged the signing of same as their free act and deed.

[Signature]

Notary Public

My commission expires 12/2/05

(L.S.)

Thomas Erskine

Thomas Erskine

10/7/99

(Date)

Commonwealth of Massachusetts)


County of Middlesex)

On this the 7th day of October, 1999 before me personally appeared Thomas Erskine to me personally known, and known to me to be the persons who signed the foregoing assignment, and acknowledged the signing of same as their free act and deed.

[Signature]


Notary Public

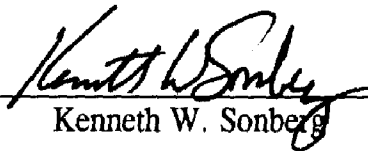
My commission expires 12/2/05

(L.S.) , 10/4/99
John Cooper (Date)

Commonwealth of Massachusetts)
County of Middlesex)

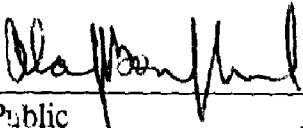
On this the 4th day of October, 1999 before me personally appeared John Cooper to me personally known, and known to me to be the persons who signed the foregoing assignment, and acknowledged the signing of same as their free act and deed.


Notary Public
My commission expires 12/2/05

(L.S.) , 9/30/99
Kenneth W. Sonberg (Date)

Commonwealth of Massachusetts)
County of Middlesex)

On this the 30th day of September, 1999 before me personally appeared Keneth W. Senberg, to me personally known, and known to me to be the persons who signed the foregoing assignment, and acknowledged the signing of same as their free act and deed.


Notary Public
My commission expires 12/2/05

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