

09-21-2001

Substitute Form PTO-1595  
Attorney Docket No.: 06975-058001  
Client's Ref. No.: Ad Serving 01

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9.18.01

Commissioner for Patents: Please record the attached original document(s) or copy(ies).

<p>1. Name of conveying party(ies): (1) Harry W. Morris, (2) David Lowell Lippke, (3) Bob Watkins, (4) Eric Bosco, and (5) Colin Anthony Steele</p> <p>Additional name(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies): AMERICA ONLINE, INC. 22000 AOL Way Dulles, VA 20166</p>
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<p>3. Nature of conveyance: <input type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input checked="" type="checkbox"/> Other: Response to Notice of Non-Recordation of Document</p> <p>Execution Date: (1) 05/09/2001, (2) 05/09/2001, (3) 05/09/2001, (4) 05/08/2001, and (5) 04/24/2001</p>	<p>Additional names/addresses attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
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<p>4. Application number(s) or patent number(s): If this document is being filed with a new application, the execution date of the application is:</p> <table border="1"> <tr> <td data-bbox="37 835 755 949"> <p>A. Patent Application No(s): 09/690,007</p> </td> <td data-bbox="755 835 1461 949"> <p>B: Patent No(s):</p> </td> </tr> </table> <p>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>		<p>A. Patent Application No(s): 09/690,007</p>	<p>B: Patent No(s):</p>
<p>A. Patent Application No(s): 09/690,007</p>	<p>B: Patent No(s):</p>		

<p>5. Name/address of party to whom correspondence concerning document should be mailed: JOHN F. HAYDEN Fish &amp; Richardson P.C. 601 Thirteenth Street, NW Washington, DC 20005</p>	<p>6. Total number of applications/patents involved: 1</p> <p>7. Total fee (37 CFR §3.41): \$40 <input type="checkbox"/> Enclosed <input type="checkbox"/> Authorized to charge Deposit Account.</p> <p>8. Deposit Account No.: 06-1050 <input checked="" type="checkbox"/> Please apply any additional charges, or any credits, to our Deposit Account No. 06-1050.</p>
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DO NOT USE THIS SPACE

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.*

<p>William D. Hare Reg. No. 44,739 Name of Person Signing</p>	<p><i>William Hare</i> Signature</p>	<p><i>Sept. 18, 2001</i> Date</p>
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Total number of pages including coversheet, attachments and document: 6

5-15-1



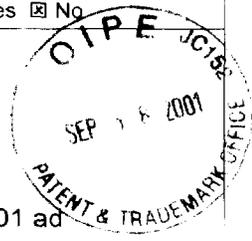
05-22-2001



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Substitute Form PTO-1595  
Attorney Docket No.: 06975-058001  
Client's Ref. No.: Ad Serving 01

# RECORDATION FORM COVER SHEET PATENTS ONLY



Commissioner for Patents: Please record the attached original document(s) or copy(ies).

1. Name of conveying party(ies): <b>Bob Watkins, Colin Anthony Steele, Harry W. Morris, David Lowell Lippke and Eric Bosco</b> Additional name(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party(ies): <b>AMERICA ONLINE, INC.          22000 AOL Way          Dulles, VA 20166</b>
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3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other: Execution Date: 04/24/2001; 05/08/2001 and 05/09/2001	Additional names/addresses attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
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4. Application number(s) or patent number(s): If this document is being filed with a new application, the execution date of the application is: A. Patent Application No(s).: <b>09/690,007</b> B. Patent No(s).: Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
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5. Name/address of party to whom correspondence concerning document should be mailed: <b>JOHN F. HAYDEN          Fish &amp; Richardson P.C.          601 Thirteenth Street, NW          Washington, DC 20005</b>	6. Total number of applications/patents involved: <b>1</b> 7. Total fee (37 CFR §3.41): <b>\$40</b> <input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> Authorized to charge Deposit Account. 8. Deposit Account No.: <b>06-1050</b> Please apply any additional charges, or any credits, to our Deposit Account No. 06-1050.
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William D. Hare Reg. No. 44,739 Name of Person Signing	 Signature	 Date

Total number of pages including coversheet, attachments and document **6**

## ASSIGNMENT

For valuable consideration, we, HARRY W. MORRIS of 10753 Blaze Drive, Reston, VA 20190, DAVID LOWELL LIPPKE of 34332 Bridgestone Lane, Bluemont, VA 20135, BOB WATKINS of 2430 13<sup>th</sup> Court North, Arlington, VA 22201, ERIC BOSCO of 1514 Emerson Avenue, McLean, VA 22101, and COLIN STEELE of 2572 Holkham Drive, Charlottesville, VA 22901, hereby assign to: America Online, Inc., a Delaware corporation having a place of business at: 22000 AOL Way, Dulles, VA 20166; and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled DISPLAYING ADVERTISEMENTS IN A COMPUTER NETWORK ENVIRONMENT, filed October 17, 2000, and assigned U.S. Serial Number 09/690,007, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

IN WITNESS WHEREOF, I hereto set my hand and seal at 11.28an,

this 9<sup>th</sup> day of May, 2001

HARRY W. MORRIS L.S.  
HARRY W. MORRIS

State of Virginia :

: ss.

County of Loudoun :

Before me this 9<sup>th</sup> day of May, 2001, personally appeared HARRY W. MORRIS known to me to be the person whose name is subscribed to the foregoing Assignment and acknowledged that he executed the same as his free act and deed for the purposes therein contained.

Jennifer L. Curry  
Notary Public

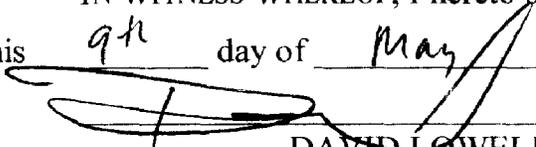
My Commission Expires:

[Notary's Seal Here]

IN WITNESS WHEREOF, I hereto set my hand and seal at \_\_\_\_\_,

this 9<sup>th</sup> day of May, 20 01

L.S.

  
DAVID LOWELL LIPPKE

State of \_\_\_\_\_ :

: ss.

County of \_\_\_\_\_ :

Before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_, personally appeared DAVID LOWELL LIPPKE known to me to be the person whose name is subscribed to the foregoing Assignment and acknowledged that he executed the same as his free act and deed for the purposes therein contained.

\_\_\_\_\_  
Notary Public

My Commission Expires:

[Notary's Seal Here]

IN WITNESS WHEREOF, I hereto set my hand and seal at \_\_\_\_\_,

this 9<sup>th</sup> day of May, 2001

Bob Watkins L.S.  
BOB WATKINS

State of \_\_\_\_\_ :

: ss.

County of \_\_\_\_\_ :

Before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_, personally appeared BOB WATKINS known to me to be the person whose name is subscribed to the foregoing Assignment and acknowledged that he executed the same as his free act and deed for the purposes therein contained.

\_\_\_\_\_  
Notary Public

My Commission Expires:

[Notary's Seal Here]

IN WITNESS WHEREOF, I hereto set my hand and seal at Dulles, VA

this 8 day of April May (EB), 2001

Eric Bosco

L.S.

ERIC BOSCO

State of VA :

: ss.

County of London :

Before me this 8 day of May, 2001, personally appeared ERIC BOSCO known to me to be the person whose name is subscribed to the foregoing Assignment and acknowledged that he executed the same as his free act and deed for the purposes therein contained.

Jon R. Lane

Notary Public

My Commission Expires:

ROBIN MANCOUR  
Notary Public, State of Virginia  
My Commission Expires Dec. 31, 2004

[Notary's Seal Here]

IN WITNESS WHEREOF, I hereto set my hand and seal at Virginia National Bank

this 24 day of Apr, 2001

Colin Steele

COLIN STEELE

L.S.

State of Virginia :

City : ss.  
County of Charlottesville

Before me this 24<sup>th</sup> day of April, 2001, personally appeared COLIN STEELE known to me to be the person whose name is subscribed to the foregoing Assignment and acknowledged that he executed the same as his free act and deed for the purposes therein contained.

Patricia M. Goodloe

Notary Public

My Commission Expires: 7-31-03

[Notary's Seal Here]

## ASSIGNMENT

For valuable consideration, we, HARRY W. MORRIS of 10753 Blaze Drive, Reston, VA 20190, DAVID LOWELL LIPPKE of 34332 Bridgestone Lane, Bluemont, VA 20135, BOB WATKINS of 2430 13<sup>th</sup> Court North, Arlington, VA 22201, ERIC BOSCO of 1514 Emerson Avenue, McLean, VA 22101, and COLIN STEELE of 2572 Holkham Drive, Charlottesville, VA 22901, hereby assign to: America Online, Inc., a Delaware corporation having a place of business at: 22000 AOL Way, Dulles, VA 20166; and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled DISPLAYING ADVERTISEMENTS IN A COMPUTER NETWORK ENVIRONMENT, filed October 17, 2000, and assigned U.S. Serial Number 09/690,007, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

IN WITNESS WHEREOF, I hereto set my hand and seal at 11.28an,

this 9th day of May, 2001

HARRY W. MORRIS L.S.  
HARRY W. MORRIS

State of Virginia :  
: ss.  
County of Loudoun :

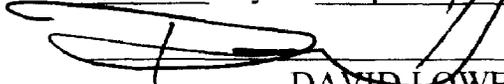
Before me this 9th day of May, 2001, personally appeared HARRY W. MORRIS known to me to be the person whose name is subscribed to the foregoing Assignment and acknowledged that he executed the same as his free act and deed for the purposes therein contained.

Jennifer L. Curry  
Notary Public  
My Commission Expires:

[Notary's Seal Here]

IN WITNESS WHEREOF, I hereto set my hand and seal at \_\_\_\_\_,

this 9<sup>th</sup> day of May, 20 01

  
\_\_\_\_\_  
DAVID LOWELL LIPPKE L.S.

State of \_\_\_\_\_ :

: ss.

County of \_\_\_\_\_ :

Before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_, personally appeared DAVID LOWELL LIPPKE known to me to be the person whose name is subscribed to the foregoing Assignment and acknowledged that he executed the same as his free act and deed for the purposes therein contained.

\_\_\_\_\_  
Notary Public

My Commission Expires:

[Notary's Seal Here]

IN WITNESS WHEREOF, I hereto set my hand and seal at \_\_\_\_\_,

this 9<sup>th</sup> day of May, 2001

Bob Watkins L.S.  
BOB WATKINS

State of \_\_\_\_\_ :

: ss.

County of \_\_\_\_\_ :

Before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_, personally appeared BOB WATKINS known to me to be the person whose name is subscribed to the foregoing Assignment and acknowledged that he executed the same as his free act and deed for the purposes therein contained.

\_\_\_\_\_  
Notary Public

My Commission Expires:

[Notary's Seal Here]

IN WITNESS WHEREOF, I hereto set my hand and seal at Dulles, VA,  
this 8 day of April May (EB), 2001  
Eric Bosco L.S.  
ERIC BOSCO

State of VA :  
: ss.  
County of Loudoun :

Before me this 8 day of May, 2001, personally  
appeared ERIC BOSCO known to me to be the person whose name is subscribed to the  
foregoing Assignment and acknowledged that he executed the same as his free act and deed for  
the purposes therein contained.

Robin Mancour  
Notary Public

My Commission Expires:

ROBIN MANCOUR  
Notary Public, State of Virginia  
My Commission Expires Dec. 31, 2004

[Notary's Seal Here]

IN WITNESS WHEREOF, I hereto set my hand and seal at Virginia National Bank  
this 24 day of Apr, 2001  
Colin Steele L.S.  
COLIN STEELE

State of Virginia :  
City : ss.  
County of Charlottesville

Before me this 24<sup>th</sup> day of April, 2001, personally  
appeared COLIN STEELE known to me to be the person whose name is subscribed to the  
foregoing Assignment and acknowledged that he executed the same as his free act and deed for  
the purposes therein contained.

Patricia M. Goodloe  
Notary Public  
My Commission Expires: 7-31-03

[Notary's Seal Here]

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