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I hereby certify that this transmittal of the below described document is being deposited in the United States Postal Service in an envelope bearing First Class Postage and addressed to the U.S. Patent and Trademark Office, Assignment Branch, North Tower Building, Suite 10C35, Washington, D.C., 20231, on the below date of deposit.

Date of Deposit:	10/08/01	Name of Person Making the Deposit:	KATHERINE RINALDI	Signature of the Person Making the Deposit:	<i>Katherine Rinaldi</i>
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The Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:
Please record the attached original document(s) or copy(ies) thereof:

Transmittal of an Assignment

1. Name of conveying party(ies): Peter L. Froeberg
 Serial No.: 09/912,645
 Filed: 07/24/01

10/12/01

Group Art Unit:
Examiner:

2. Name and Address of Receiving party(ies): TRIMBLE NAVIGATION LIMITED
 645 N. Mary Ave., Sunnyvale, CA 94088

3. Nature of Conveyance: Assignment
 Execution Date: 09/26/01

4. New Patent Application entitled: METHOD AND SYSTEM FOR UPDATING DIRECTED USER-BASED DYNAMIC ADVERTISING

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: William A. Zarbis
 Address: Wagner, Murabito & Hao LLP
 Two North Market Street, Third Floor, San Jose, CA 95113
 Phone: (408) 938-9060

6. Total Number of applications and patents involved: ONE

7. Fee Calculation (for other than a small entity)

Assignment Recordation Fee, per property

1 X \$40.00

\$40.00

Total Fees (37 CFR 3.41)

X The amount of \$ 40.00 is enclosed

8. At any time during the pendency of this application, please charge any additional fees required or credit any overpayments to Deposit Account 23-0085. A duplicate copy of this transmittal is enclosed.

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.

William A. Zarbis

Name William A. Zarbis
Reg. No. 46, (20)

Date: October 8, 2001

10/22/2001 6TOM11 00000197 09912645

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40.00 00

Assignment to Trimble Navigation Limited

In consideration of good and valuable consideration, receipt of which is hereby acknowledged, I/we
Peter L. Froeberg

do hereby sell, assign and transfer unto Trimble Navigation Limited (hereinafter called Trimble), a California Corporation having its principal place of business at 645 North Mary Avenue, Sunnyvale, California 94088, and its successors and assigns, the entire right, title, and interest for the United States and all foreign countries, in and to any and all improvements, including the right of priority in, to, and under, the application for the United States patent entitled:

METHOD AND SYSTEM FOR UPDATING DIRECTED USER-BASED DYNAMIC ADVERTISING

..... filed herewith and the inventions set forth and described therein, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefore; or

x Serial No.: 09/912,645 filed on 7/24/01 and the inventions set forth and described therein, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefore;

Further, I/we have agreed to assign to Trimble all inventions (except as otherwise limited by law) which relate to Trimble business and which were first conceived or actually reduced to practice during my/our employment by Trimble;

And for the above consideration, I/we agree promptly upon request of Trimble, its successors or assigns, to execute and deliver without further compensation any power of attorney, assignment, application, whether original, continuation, divisional or reissue, or other papers which may be necessary or desirable fully to secure to Trimble, its successors and assigns, the inventions described in said application and all patent rights therein, in the United States and in any country foreign thereto, and to cooperate and assist in the prosecution of interference proceedings involving said inventions and in the adjudication or reexamination of said Letters Patent provided the expenses which may be incurred by me/us in lending such cooperation and assistance are paid by Trimble;

I/we further covenant with Trimble, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned;

In witness whereof, I/we hereunto set my/our hand(s) and seal.

Inventor's Signature Peter L Froeberg Date: 9-26-2001

Witnesses: Witness' Signature: Susan M Funk Date: 9-26-01

Print or type name: Susan Funk

Home Address: 3085 Dunham Way San Jose, CA 95125

Witness' Signature: James M Janky Date: 9-26-01

Print or type name: JAMES M. JANKY

Home Address: 894 LOCKHAVEN DR LOS ALTOS CA 94024

rev: 11/97 epn