

12-12-2001



101913813

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party (ies):

Stanley T. Lim 10/31/2001

John Galen Giddings 10/31/2001

Laura Giddings 10/31/2001

Additional name(s) of conveying party (ies) attached?

☒ No ☐ Yes

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

Name: SmartPenny.com, Inc.

Corporation of Delaware

Internal Address: _____

Street Address: 3026 Neal Avenue

City: San Jose State/Province: CA Zip: 95128

Country: USA

Additional name(s) & address (es) attached? ☐ Yes ☒ No

3. Nature of Conveyance

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

Execution Date(s): See above

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: 10/31/2001

A. Patent Application No.(s)

10001512

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☐ No

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

Name: Blakely, Sokoloff, Taylor & Zafman LLP

Internal Address: _____

Street Address: 12400 Wilshire Boulevard, 7th Floor

City: Los Angeles State: California Zip: 90025

6. Total number of applications and patents involved: 1

7. Total Fee (37 CFR 3.41)...\$40.00

☒ Enclosed
☐ Authorized to be charged to deposit account

8. Deposit Account Number:

02-2666

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9. Statement and signature.

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

Tarek N. Fahmi
Name of Person Signing

41,402
Reg. No.

[Signature]
Signature

10/31/01
Date

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

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

Atty. Docket No.:

12/11/2001 TDAZI 00000156 10001512

01 FC:581

40.00 DP

PATENT
REEL: 012352 FRAME: 0435

No.: 004967.P004 (For Execution Prior To Filing Patent Application)

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, We, the undersigned, Stanley T. Lim, John Galen Giddings, and Laura Giddings, hereby sell, assign, and transfer to SmartPenny.com, Inc. a corporation of Delaware, having a principal place of business at 3026 Neal Avenue, San Jose, California 95128, ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all improvements that are disclosed in the application for the United States patent that has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and is entitled AN ECONOMIC FILTERING SYSTEM FOR DELIVERY OF PERMISSION BASED, TARGETED, INCENTIVIZED ADVERTISING

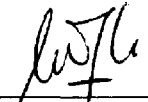
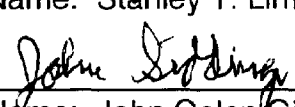
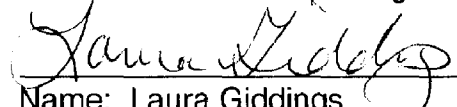
and in and to said application and all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements, and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, 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.

Each Inventor: Please also list the date that you signed the accompanying **DECLARATION AND POWER OF ATTORNEY**:

Each Inventor: Please Sign and Date Below:

<u>10/31</u> , 20 <u>01</u> Date	<u></u> Name: Stanley T. Lim
<u>10/31</u> , 20 <u>01</u> Date	<u></u> Name: John Galen Giddings
<u>10/31</u> , 20 <u>01</u> Date	<u></u> Name: Laura Giddings
_____, 20____ Date	_____ Name:
_____, 20____ Date	_____ Name:
_____, 20____ Date	_____ Name:

<u>10/31</u> , 20 <u>01</u> Date
<u>10/31</u> , 20 <u>01</u> Date
<u>10/31</u> , 20 <u>01</u> Date
_____, 20____ Date
_____, 20____ Date
_____, 20____ Date

State of: _____ }
County of: _____ }

Assignment Document Return Address:
SS. BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
12400 Wilshire Blvd., Seventh Floor
Los Angeles, CA 90025-1026
(408) 720-8598

On this _____ day of _____, 20____, before me, _____,
the undersigned Notary Public, personally appeared _____
[] personally known to me [] proved to me on the basis of satisfactory evidence to be the
person(s) whose name(s) _____ subscribed to the within instrument, and acknowledged
that _____ executed it.
WITNESS my hand and official seal.

Notary's Signature