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U.S. DEPARTMENT OF COMMERCE
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To the Honorable Commissioner of Patents and Trademarks

101925971

attached original documents or copy thereof.

1. Name of conveying party(ies):
William R. Matz
Scott R. Swix

2. Name and address of receiving party(ies)

Name: BellSouth Intellectual Property Corporation

Internal Address: _____

Additional name of conveying party(ies) attached? ☐ Yes ☐ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Street Address: 824 Market Street

Suite 510

City: Wilmington State: DE Zip: 19801

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

Execution Date: _____

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution data of the application is: December 12, 2001

A. Patent Application No.(s)

B. Patent No.(s)

10016988

Additional numbers attached? ☐ Yes ☐ No

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

Name: John S. Pratt (Reg. No. 29,476)

Internal Address: Kilpatrick Stockton LLP

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41) \$ 40

- ☒ Enclosed
☐ Authorized to be charged to deposit account

8. Deposit account number:

16-1435

(Attach duplicate copy of this page if paying by deposit account)

Street Address: 1100 Peachtree Street

Suite 2800

City: Atlanta State: GA Zip: 30309-4530

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.

Laura M. Kelley Reg. No. 48,441
Name of Person Signing

Laura M. Kelley
Signature

December 14, 2001
Date

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

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

ASSIGNMENT

WHEREAS, We, **William R. Matz and Scott R. Swix**, have invented certain improvements in **Method and System to Perform Content Targeting**, which was filed with the U.S. Patent and Trademark Office herewith;

WHEREAS, **BellSouth Intellectual Property Corporation**, a corporation of the State of Delaware, U.S.A., having its principal place of business at 824 Market Street, Suite 510, Wilmington, Delaware 19801, desires to establish its ownership of all rights relating to this invention and patent application;

NOW, THEREFORE, in consideration of the sum of Five Dollars (\$5.00) and other good and valuable consideration paid by said **BellSouth Intellectual Property Corporation**, the receipt and sufficiency of which are hereby acknowledged, we have sold, assigned, transferred and conveyed and by these presents do hereby sell, assign, transfer and convey unto **BellSouth Intellectual Property Corporation**, in and for the United States and its territories and for foreign countries, the entire right, title and interest in and to said application, and to said U.S. Provisional Application, and to the invention therein set forth, and in and to any patent which may issue thereon, or claiming priority thereto, including any reissue, renewal, division, or continuation, in whole, or in part thereof, and we hereby bind ourselves, our heirs, legal representatives, administrators and assigns properly to execute without further consideration, any and all applications, petitions, oaths and assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment, transfer and conveyance hereby made or intended to be made.

IN WITNESS WHEREOF, we have hereunto set my hand and seal this

12 day of December, 2001.

William R. Matz

William R. Matz

Scott R. Swix

Scott R. Swix

State of Georgia

County of Fulton

Then personally appeared the above named **William R. Matz** who
acknowledged the foregoing instrument to be his free act and deed, before me, this
12th day of December, 2001.

Kristin B. Norton

Notary Public
Notary Public, Pike County, Georgia
My Commission Expires March 30, 2004

My commission expires: _____

State of Georgia

County of Fulton

Then personally appeared the above named **Scott R. Swix** who acknowledged
the foregoing instrument to be his free act and deed, before me, this 12th day of
December, 2001.

Karen Gaskill

Notary Public

My commission expires: 8/14/04

