

01-11-2002

FORM PTO-1595



U.S. Department of Commerce
Patent and Trademark Office

13872RRUS02U

101941130

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

11002 U.S. PTO
10/034002
12/26/01

1. Name of conveying party(ies):

- 1) Michael D. Hall
- 2) Narendra Kanar

12/26/01

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

Name: Nortel Networks Limited.
 Address: 2351 Boulevard Alfred-Nobel
 City: St. Laurent
 State: Quebec, CANADA Zip: H4S 2A9

Additional name(s) & address(es) attached? ___ Yes X No

3. Nature of Conveyance:

- X Assignment ___ Merger
 ___ Security Agreement ___ Change of Name
 ___ Other _____

Execution Date: 12/21/01 (Hall) and 12/20/01 (Kanar)

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

X This document is being filed together with a new application.

Execution date of the application:

Title: **METHOD DELIVERING LOCATION-BASED TARGETED ADVERTISEMENTS TO MOBILE SUBSCRIBERS**

Docket No: 13872RRUS02U

A. Patent Application No.(s)
S.N.

Additional numbers attached? ___ Yes X No

B. Patent No.(s)

Additional numbers attached? ___ Yes X No

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

Name: James A. Harrison
 GARLICK HARRISON & MARKISON
 Address: P.O. Box 670007
 City: Dallas
 State: TX Zip: 75367

6. Number of applications and patents involved: (1)

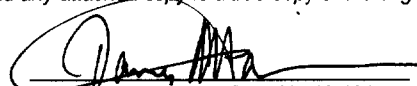
7. Amount of fee enclosed or authorized to be charged: \$40

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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.

December 26, 2001
Date


 James A. Harrison Reg. No.40,401

01/10/2002 TDIAZI 00000224 10034002
 01 FC:581 40.00 DP

ASSIGNMENT

WHEREAS, the undersigned inventors, hereinafter called the Assignors, have invented a new and useful invention entitled:

**METHOD DELIVERING LOCATION-BASED TARGETED
ADVERTISEMENTS TO MOBILE SUBSCRIBERS**

for which reference a full description is here made in an application for Letters Patent of the United States filed herewith.

WHEREAS, Nortel Networks Limited, World Trade Center of Montreal, having a principal office and place of business at 2351 Boulevard Alfred-Nobel, St. Laurent, Quebec H4S 2A9, Canada, hereinafter called the "Assignee", is desirous of acquiring the entire right, title and interest in and to said invention, the application above identified, and in, to and under Letters Patent which may be obtained for said invention, as hereinafter more fully set forth;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for valuable and legally sufficient consideration, the receipt of which by the Assignors from the Assignee is hereby acknowledged, the Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer unto the Assignee, its successors and assigns, the entire right, title and interest in and to the invention and the application herein above identified, and all Letters Patents that may issue for the said invention, and all divisions, reissues, substitutions, continuations, and extensions thereof, to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns to the full end of the term for which any and all of said Letters Patents for the said invention may issue.

FURTHER, be it known that the Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer unto the Assignee, its successors and assigns, the entire foreign rights to the invention disclosed in said application, in all countries of the world, including the right to file applications and obtain patents under the terms of the International Convention for the Protection of Industrial Property, and of the European Patent Convention, and further agree to execute any and all patent applications, assignments, affidavits, and any other papers in connection therewith necessary to perfect such patent rights.

And the Assignors hereby covenant and agree, for themselves and their legal representatives, that they will assist the Assignee in the prosecution of the application herein identified; in the making and prosecution of any other applications for Letters Patent that the Assignee may elect to make covering the invention herein identified, as herein before set forth, including any application for reissue, application for reexamination, application for foreign patent rights, or any proceeding in the United States Patent and Trademark Office affecting the invention, investing in the Assignee exclusive title in and to all such other applications and Letters Patent; and in the prosecution of any interference which may arise involving said invention, or any application or Letters Patents herein contemplated; that they will promptly execute and deliver to the Assignee any and all additional papers and make all lawful oaths which may be requested by the Assignee to fully carry out the terms of this assignment; and further that they will communicate to Assignee, or to its successors, assigns, and legal representatives, any facts known respecting said invention, and at the expense of the Assignee, testify in any legal proceedings, and generally do everything possible to aid the Assignee, its successors, assigns and nominees to obtain and enforce proper patent protection for said invention in all countries.

And the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all Letters Patent to the Assignee in accordance with the terms of the assignment.

IN TESTIMONY WHEREOF, each Assignor has hereunto set his or her hand on the date indicated below.

Dated: Dec 21, 2001

Michael D. Hall
Michael D. Hall

IN TESTIMONY WHEREOF, each Assignor has hereunto set his or her hand on the date indicated below.

Dated: Dec 20th, 2001

Narendra Kanar
Narendra Kanar