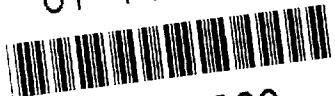


01-14-2002



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FORM PTO-1595  
(Revised 6-93)

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

RE

TO THE HONORABLE DIRECTOR OF PATENTS AND TRADEMARKS:  
Please record the attached original documents or copy thereof.

Attorney Docket No.: 36968/206010

1. Name of conveying party(ies):  
**Howard W. Fingerhut**  
**George She**  
  
Additional names of conveying party(ies) attached?  
 YES  NO

1-8-02

2. Name and address of receiving party(ies):  
Name: **BellSouth Intellectual Property Corporation**  
Street Address: **824 Market Street, Suite 510**  
City, State, Zip: **Wilmington, Delaware 19801**  
  
Additional name(s) and address(es) attached?  
 YES  NO

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"/>		<input type="checkbox"/>	Other

Execution Date: October 31, 2001 and November 2, 2001, respectively

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:

A. Patent Application No.(s):  
09/921,272

B. Patent No.(s):

Additional numbers attached?  YES  NO

5. Name and address of party to whom correspondence concerning document should be mailed:  
**Customer No. 30314**  
John S. Pratt, Esq.  
KILPATRICK STOCKTON LLP  
1100 Peachtree Street, Suite 2800  
Atlanta, Georgia 30309-4530  
(404) 815-6500

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.  
The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment, to Deposit Account No. 11-0855

8. Deposit account number: 11-0855 (Attach duplicate copy of this form if paying by deposit account)

9. 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.

*Nora M. Tocups*  
Nora M. Tocups - Reg. No. 35717

11-16-01  
Date

Total Number of Pages Including Cover Sheet, Attachments, and Document: 4

CERTIFICATE OF MAILING (37 CFR 1.8a)

I hereby certify that this correspondence, along with any paper referred to as being attached or enclosed, is being deposited with the United States Postal Service on this 16 day of November 2001 with sufficient postage as first-class mail in an envelope addressed to the Assistant Director for Patents, Washington, D.C. 20231.

*Shirley A. ...*

01/14/2002 TDIAZ1 00000317 09921272  
01 FC:581 40.00 DP

**ASSIGNMENT**

WHEREAS, we, **Howard W. Fingerhut and George She**, citizens of the United States of America, have invented certain inventions and improvements disclosed in an application of United States Letters Patent entitled **Methods and Systems for Selective Broadcast Enhancement**, filed herewith in the U.S. Patent and Trademark Office; and

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 501, Wilmington, Delaware 19801, desires to purchase same;

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**, subject to any rights in the invention held by the United States of America, in and for the United States and its territories and for foreign countries, the entire right, title and interest in and to said application, in and to the invention therein set forth and in and to any patent which may issue on said application claiming priority, 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, I have hereunto set my hand and seal this 31 day of October, 2001.

Howard W. Fingerhut  
Howard W. Fingerhut

Then personally appeared the above named **Howard W. Fingerhut** who acknowledged the foregoing instrument to be his free act and deed, before me, this 31 day of October, 2001.

**SWORN TO AND SUBSCRIBED  
BEFORE ME ON THIS DATE**

OCT 31 2001


**CONNIE K. CHRISTENSON  
Notary Public of New Jersey  
Commission Expires 6/18/2006**

State of New Jersey }  
County of Middlesex }

Connie Christenson  
Notary Public


IN WITNESS WHEREOF, I have hereunto set my hand and seal this 2<sup>nd</sup> day of

November, 2001.

  
George She

Then personally appeared the above named **George She** who acknowledged the foregoing instrument to be his free act and deed, before me, this 2<sup>nd</sup> day of November, 2001.

State of New Jersey |  
County of Middlesex |

  
Notary Public

**SWORN TO AND SUBSCRIBED  
BEFORE ME ON THIS DATE**

NOV 2 2001

**CONNIE K. CHRISTENSON  
Notary Public of New Jersey  
Commission Expires 6/18/2006**