

03-26-2002

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Atty. Ref. No. 6541-59286



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

2. Name of Conveying Party(ies) and Execution Date(s) of Document(s) Check here if additional name(s) attached
Name(s): Herman Chien
Execution Date(s): February 19, 2002

3. Name and address of receiving party Check here if additional name(s) & address(es) are attached
Name AT&T Wireless Services, Inc.
Address 7277 164th Avenue NE
City Redmond State/Country Washington Zip 98052

4. Nature of Conveyance
 Assignment Merger Security Agreement Name Change Other:

5. Total number of applications and patents involved: 1

6. Total Fee Enclosed (37 C.F.R. § 3.41): \$40.00

7. Check here if any deficiency/overpayment is authorized to be charged to deposit account 02-4550

8. Enter either the Execution date (of the Declaration and Power of Attorney), Application Number, or the Patent Number. Do not enter more than one number for the same patent.
A. This document is being filed with a new application. Execution date is: _____
B. Patent Application No.(s) or Patent No.(s): 10/006,936
 Check here if additional numbers are attached

9. Correspondent's name, address, and telephone number
Michael D. Jones
Klarquist Sparkman, LLP
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121 S.W. Salmon Street
Portland, Oregon 97204-2988
Telephone: 503-226-7391

10. Please return the attached postcard to confirm that these items have been received.

11. 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.

Michael D. Jones
Name of Person Signing

Michael D. Jones
Signature

February 27, 2002
Date

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cc: Docketing

PATENT
REEL: 012702 FRAME: 0830

A S S I G N M E N T

WHEREAS, I, Herman Chien, of Redmond, County of King, State of Washington, has invented a certain invention, entitled **METHODS AND APPARATUS FOR ANONYMOUS USER IDENTIFICATION AND CONTENT PERSONALIZATION IN WIRELESS COMMUNICATION**, for which I am making application for Letters Patent of the United States, said application having been filed in the United States Patent and Trademark Office on December 5, 2001 and assigned Application No. 10/006,936; and

WHEREAS, AT&T Wireless Services, Inc., a corporation organized under the laws of the State of Delaware, having a place of business at 7277 164th Avenue NE, Redmond, Washington 98052, desires to acquire an interest therein:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I, Herman Chien, hereby sell, assign and transfer to AT&T Wireless Services, Inc., the full and exclusive right, title and interest in and to said invention, patent application and patent rights throughout the world, including foreign patent priority rights, the right to file and prosecute International Applications under the Patent Cooperation Treaty, and the right to file and prosecute applications under the European Patent Convention; said invention, application and letters patent in this or any foreign country, and all divisions, continuations, reissues and extensions thereof, to be held and enjoyed by AT&T Wireless Services, Inc., for its own use and benefit, and for its successors and assigns to the full end of the term for which letters patent may be granted in this or any foreign country, as fully and entirely as the same would have been held by me had this assignment and sale not been made, and covenant that I have full right so to do,

and agree that I will communicate to AT&T Wireless Services, Inc., or its successors and assigns, any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths, and do everything possible to aid AT&T Wireless Services, Inc., its successors and assigns to obtain and enforce proper patent protection for said invention in this or any foreign country.

I hereby grant the law firm of Klarquist Sparkman, LLP, the power to insert on this Assignment any further information which may be necessary or desirable in order to comply with all applicable legal requirements, including the rules of the United States Patent and Trademark Office, for submitting and recording this document.

Executed at the place and date opposite my signature below.

Herman Chien Feb 19, 2002
Herman Chien

At REDMOND, WA
(City and State)
on this 19 day of FEB., 2002.

STATE OF KING)
) ss.
COUNTY OF WASHINGTON)

This 19 day of FEB., 2002, before me personally came the above-named Herman Chien, who executed the foregoing instrument in my presence, and who acknowledged to me that he executed the same of his own free will for the purposes set forth therein.

Carol L Johnson
Notary Public For WASHINGTON
My commission expires: OCT. 15, 2004

