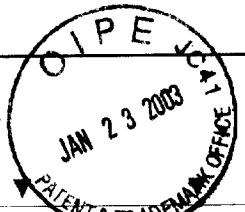


01-29-2003

Docket No.: BS99-222-CON-II

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

FORM PTO-1595 (Modified)
(Rev. 03-01)
OMB No. 0651-0027 (exp.5/31/2002)
P08A/REV03



102350688

Tab settings

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

<p>1. Name of conveying party(ies): 1-23-03</p> <p>Scott M. Frank Michael Bishop Carol T. Beckham Martin L. McLendon Shannon M. Short</p> <p>Additional names(s) of conveying party(ies) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies):</p> <p>Name: BellSouth Intellectual Property Corporation</p> <p>Address: 824 Market Street Suite 901</p> <p>City: Wilmington State/Prov.: Delaware</p> <p>Country: USA ZIP: 19801</p> <p>Additional name(s) & address(es) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
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3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: **January 15, 2003**

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

If this document is being filed together with a new application, the execution date of the application is: _____

Patent Application No.	Filing date	B. Patent No.(s)
10/188,209	7/3/02	

Additional numbers Yes No

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: James M. Ross</p> <p>Registration No. 42,115</p> <p>Address: Shaw Pittman LLP 1650 Tysons Boulevard</p> <p>City: McLean State/Prov.: VA</p> <p>Country: USA ZIP: 22102</p>	<p>6. Total number of applications and patents involved: 1</p> <p>7. Total fee (37 CFR 3.41):.....\$ 40.00</p> <p><input checked="" type="checkbox"/> Enclosed - Any excess or insufficiency should be credited or debited to deposit account</p> <p><input type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number:</p> <p>50-1390</p> <p>(Attach duplicate copy of this page if paying by deposit account)</p>
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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.

James M. Ross *[Signature]* **Jan 23, 2003**

Name of Person Signing Signature Date

01/26/2003 EDDNER 00000201-10188209
01 FC:0021

40.00 Number of pages including cover sheet, attachments, and

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments

PATENT
REEL: 013693 FRAME: 0179

ASSIGNMENT

WHEREAS, Scott M. Frank, residing at 5419 Redfield Circle, Dunwoody, GA 30338; Carol T. Beckham, residing at 2074 Melissa Court, Marietta, GA 30062; Martin L. McLendon, residing at 2458 Cardinal Way, Tucker, GA 30084; Shannon M. Short, residing at 216 Triumph Drive, Atlanta, GA 30327 and Michael Bishop, residing at 760 Myrtle Street, Atlanta, GA 30308; (hereinafter "Assignors") have invented certain new and useful improvements in

**SYSTEM AND METHOD FOR DEVELOPING AND IMPLEMENTING INTELLECTUAL
PROPERTY MARKETING**

for a full description of which reference is here made to an application for Letters Patent of the United States of America

Serial No. **10/188,209** filed **July 3, 2002**, and

Serial No. **10/004,497** filed **December 6, 2001**, and

Serial. No. **09/750,012**, filed **December 29, 2000**

in the U.S. Patent and Trademark Office and to U.S. provisional patent applications

Serial No. **60/173,919**, filed **December 30, 1999**, and

Serial No. **60/192,862**, filed **March 29, 2000**

in the U.S. Patent and Trademark Office; and

WHEREAS, BellSouth Intellectual Property Corporation, a corporation of the State of Delaware, having its principal office and place of business at 824 Market Street, Suite 901, Wilmington, Delaware 19801 (hereinafter "Assignee") is desirous of acquiring the entire right, title, and interest in, to, and under said invention and application above identified, and in, to, and under any Letters Patent that may be obtained for said

invention, together with all foreign rights corresponding thereto, as hereinafter more fully set forth.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that, for and in consideration of the sum of One dollar (\$1.00), and other valuable and legally sufficient considerations, the receipt of which by Assignor from Assignee is hereby acknowledged, Assignors have agreed to sell, assign, and transfer and by these presents does hereby, sell, assign, and transfer unto Assignee the entire right, title and interest in, to, and under said invention and application above identified and Letters Patent of the United States of America that may be obtained in respect thereof; any corresponding applications for Letters Patent and Letters Patent therefor in all other areas of the world; and any reissues, extensions, substitutions, confirmations, divisions, and continuations of any of the foregoing (hereinafter "Invention Rights"), to have and to hold for the sole and exclusive use and benefit of Assignee forever.

Assignors hereby covenant and agree, for themselves and for their respective legal representatives, to assist and cooperate with Assignee in the preparation and prosecution of any applications included within the Invention Rights and in the prosecution or defense of any interference, opposition, or other proceeding that may arise in connection with any applications or Letters Patent included within the Invention Rights and further to execute and deliver to Assignee any and all additional papers that may be requested by Assignee for the purpose of implementing the terms of this ASSIGNMENT.

Assignors hereby authorize and empower Assignee to invoke and claim for any applications or Letters Patent included within the Invention Rights the benefit of any rights to which Assignors might be entitled under international law or under the laws of any particular country (such as, without limitation, the right of priority provided by the International Convention for the Protection of Industrial Property, as amended) and to invoke and claim said rights without further written or oral authorization from Assignors.

Assignors hereby consents that a copy of this ASSIGNMENT shall be deemed a full legal and formal equivalent of any assignment, consent to file, or like document that may be required in any particular country for any purpose and more particularly in proof of the right of Assignee to claim the aforesaid benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended.

Assignors covenant and agree that this ASSIGNMENT and all of the terms hereof shall inure to the benefit of the successors, assigns, legal representatives, or nominees of Assignee, without further written or oral authorization from Assignors.

Assignors hereby authorize and request the Commissioner of Patents and the United States Patent and Trademark Office to issue Letters Patent to Assignee in accordance with the terms of this ASSIGNMENT.

IN TESTIMONY WHEREOF, the said Assignor has hereunto set his hand this 13 day of January, 2002.³

SIGNATURE: Scott M. Frank
NAME: Scott M. Frank

STATE OF Georgia
COUNTY OF Cobb

I, Nancy F. Woodard, a Notary Public in and for the County and State aforesaid, do hereby certify that Scott M. Frank, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he signed, sealed, and delivered the said instrument as his free and voluntary act for the use and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this 13th day of January, 2002.
(SEAL) Nancy F. Woodard
Notary Public

NANCY F. WOODARD
Notary Public, Cobb County, Georgia
My Commission Expires April 2 2006

IN TESTIMONY WHEREOF, the said Assignor has hereunto set her hand this 15th day of January, 2002. ³

SIGNATURE: Carol T. Beckham
NAME: Carol T. Beckham

STATE OF Georgia
COUNTY OF Cobb

I, Nancy F. Woodard, a Notary Public in and for the County and State aforesaid, do hereby certify that Carol T. Beckham, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that she signed, sealed, and delivered the said instrument as her free and voluntary act for the use and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this 15th day of January, 2002.

(SEAL)

³
Nancy F. Woodard
Notary Public

NANCY F. WOODARD
Notary Public, Cobb County, Georgia
My Commission Expires April 2, 2006

IN TESTIMONY WHEREOF, the said Assignor has hereunto set his hand this

15th day of JANUARY, 2002. 2003.

SIGNATURE: Martin L. McLendon
NAME: Martin L. McLendon

STATE OF Georgia
COUNTY OF Cobb

I, Nancy F. Woodard, a Notary Public in and for the County and State aforesaid, do hereby certify that Martin L. McLendon, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he signed, sealed, and delivered the said instrument as his free and voluntary act for the use and purposes therein set forth.

15th IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this day of January, 2002.

(SEAL)

3
Nancy F. Woodard
Notary Public

NANCY F. WOODARD
Notary Public, Cobb County, Georgia
My Commission Expires 6/30/2006

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IN TESTIMONY WHEREOF, the said Assignor has hereunto set his hand this 14 day of Jan, 2002.

SIGNATURE: Shannon M Short
NAME: Shannon M. Short

STATE OF Georgia
COUNTY OF Cobb

I, Nancy F Woodard, a Notary Public in and for the County and State aforesaid, do hereby certify that Shannon M. Short, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that she signed, sealed, and delivered the said instrument as her free and voluntary act for the use and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this 14th day of January, 2002.
3

(SEAL)

Nancy F. Woodard
Notary Public

NANCY F. WOODARD
Notary Public, Cobb County, Georgia
My Commission Expires August 2006

IN TESTIMONY WHEREOF, the said Assignor has hereunto set his hand this 15th day of JANUARY, 2003.

SIGNATURE: [Signature]
NAME: Michael Bishop

STATE OF Georgia
COUNTY OF Cobb

I, Nancy F. Woodard, a Notary Public in and for the County and State aforesaid, do hereby certify that Michael Bishop, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he signed, sealed, and delivered the said instrument as his free and voluntary act for the use and purposes therein set forth.

15th IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this day of January, 2003.

(SEAL)

[Signature]
Notary Public

NANCY F. WOODARD
Notary Public, Cobb County, Georgia
My Commission Expires 12/31/2006