

02-21-2003



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U.S. DEPARTMENT OF COMMERCE  
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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Patrick Zuili

02.07.03

Additional names(s) of conveying party(ies)  Yes  No

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

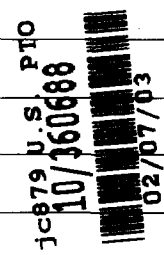
Name: **Brite Smart Corporation**

Internal Address: \_\_\_\_\_

Street Address: **320 Plaza Real**

City: **Boca Raton** State: **FL** ZIP: **33432**

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



3. Nature of conveyance:

- Assignment  Merger
- Security Agreement  Change of Name
- Other \_\_\_\_\_

Execution Date: **Feb. 6, 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: **Feb. 6, 2003**

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached?  Yes  No

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

Name: **John G. Posa**

Internal Address: **Gifford, Krass, Groh et al.**

Street Address: **280 N. Old Woodward Ave.**

**Suite 400**

City: **Birmingham** State: **MI** ZIP: **48009**

6. Total number of applications and patents involved: **1**

7. Total fee (37 CFR 3.41):.....\$ **40.00**

- Enclosed - Any excess or insufficiency should be credited or debited to deposit account
- Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

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

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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.*

**John G. Posa**

**Feb. 3, 2003**

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and document: **2**

**ASSIGNMENT**

For the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, I, Patrick Zuili of Boca Raton, Florida, hereby assigns, sells and sets over to Brite Smart Corporation, organized and existing under the laws of the State of Delaware, and having a place of business at 320 Plaza Real, Suite 209, Boca Raton, Florida 33432, hereinafter referred to as ASSIGNEE, its successors, assigns or other legal representatives, the entire right, title and interest, domestic and foreign, in and to the inventions and discoveries in **METHOD OF IMPROVING PAY-PER-CLICK WEB-BASED SEARCH ENGINES, AND THE LIKE** set forth in the application for United States Letters Patent (File No. BSM-10302/29) executed by me on this 6<sup>th</sup> day of February, 2003, including the right of said ASSIGNEE, its successors, assigns or other legal representatives to make applications and receive Letters Patent for said inventions and discoveries in any and all foreign countries in its or their own name or names, or in my name, at its or their election, and I hereby assign, sell and set over to said ASSIGNEE, its successors, assigns or other legal representatives, all rights of priority in and to said inventions and discoveries in all countries.

And I hereby agree for myself, my heirs, successors, assigns or other legal representatives to execute any and all papers, including applications for Letters Patent of any and all kinds and in any and all countries, and to perform any and all acts which said ASSIGNEE, its successors, assigns or other legal representatives may deem necessary to secure thereto the rights herein assigned, sold and set over.

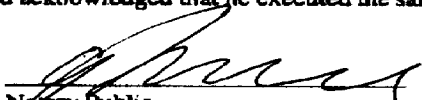
And I hereby represent and warrant that I have not granted any rights inconsistent with the rights granted herein.

And I hereby authorize my attorneys, Ernest I. Gifford, Reg. No. 20,644; Allen M. Krass, Reg. No. 18,277; Irvin I. Groh, Reg. No. 17,505; Douglas W. Sprinkle, Reg. No. 27,394; Thomas E. Anderson, Reg. No. 31,318; Ronald W. Citkowski, Reg. No. 34,732; Judith M. Riley, Reg. No. 30,311; Douglas J. McEvoy, Reg. No. 34,385; Ellen S. Cogen, Reg. No. 38,109; Roberta J. Morris, Reg. No. 33,196; John G. Posa, Reg. No. 37,424; Douglas L. Wathen, Reg. No. 41,369; Avery N. Goldstein, Reg. No. 39,204; Mark D. Schneider, Reg. No. 43,906; Julie K. Staple, Reg. No. 50,434; and Lionel D. Anderson, Reg. No. 50,571 to enter the Serial No. and filing date of the application on this paper, when known.

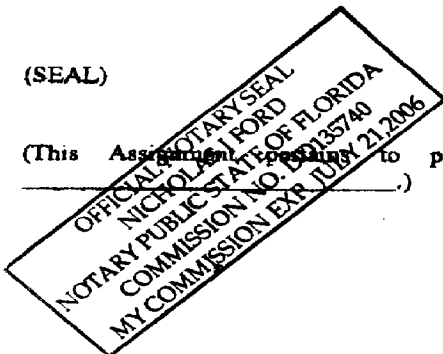
  
\_\_\_\_\_  
PATRICK ZUILI

STATE OF FLORIDA            )  
  ) ss.  
COUNTY OF PALM BEACH )

On this 6<sup>th</sup> day of February, 2003, personally appeared before me Patrick Zuili, to me known to be the person who executed the above instrument and acknowledged that he executed the same for the uses and purposes therein mentioned.

  
Notary Public  
My commission expires:

(SEAL)



(This Assignment, executed by me, ) to patent application Serial No. \_\_\_\_\_ filed \_\_\_\_\_)