

09-17-2003



FORM PTO-1595  
(Rev. 3/01)  
OMD NO. 0651-0011 exp. 5/31/2002)

# Recordation Form

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U.S. DEPARTMENT OF COMMERCE  
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4704.P025

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

1. Name of conveying parties:

Scott Faber

Ron Hirson

Ebbe Altberg

Sean Van der Linden

Additional name(s) of conveying party(ies) attached?

☒ No ☐ Yes

3. Nature of Conveyance

☒ Assignment

☐ Merger

☐ Security Agreement

☐ Change of Name

☐ Other:

Execution Dates: 9/4/2003, 9/8/2003

2. Name and address of receiving party:

Name: Ingenio, Inc.

Internal Address:

Street Address: 100 California Street, Suite 400

City: San Francisco State/Province: CA Zip: 94105

Country:

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

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. 10/465,770

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Blakely, Sokoloff, Taylor & Zafman LLP

Internal Address:

Street Address: 12400 Wilshire Boulevard, 7<sup>th</sup> FloorCity: Los Angeles State: California Zip: 900256. Total number of applications and patents involved: 1

7. Total Fee (37 CFR 3.41).....\$40.00

☒ Enclosed

☒ Deficiencies authorized to be charged to deposit account

8. Deposit Account Number:

02-2666

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9. Statement and signature.

To the best of my knowledge and believe, the foregoing is true and correct and any attached copy is a true copy of the original document

John P. Ward  
Name of Person Signing

[Signature]  
Signature

09/10/2003  
Date

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Atty Docket No. 4704.P025

09/16/2003 6TOM11 00000135 10465770

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PATENT  
REEL: 014485 FRAME: 0535

Attorney's Docket  
No.: 4704.P025

**ASSIGNMENT**  
(For Execution After Filing Patent Application)

**PATENT**

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, We, the undersigned, Scott Faber, Ron Hirson, Ebbe Altberg, and Sean van der Linden, hereby sell, assign, and transfer to Ingenio, Inc., a corporation of Delaware, having a principal place of business at 100 California Street, Suite 400, San Francisco CA 94105, ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all improvements that are disclosed in the application for the United States patent that was filed 06/18/2003 and assigned Application No. 10/465,770 and is entitled METHOD AND APPARATUS FOR PRIORITIZING A LISTING OF INFORMATION PROVIDERS, and in and to said application and all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions that have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements, and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Date: September 4, 2003

Scott Faber  
Name: Scott Faber

Date: 9/8/04, 20\_\_

Ron Hirson  
Name: Ron Hirson

Date: 9/8/03, 20\_\_

Ebbe Altberg  
Name: Ebbe Altberg

Date: 4-Sep-2003, 2003

Sean van der Linden  
Name: Sean van der Linden

State of: \_\_\_\_\_

County of: \_\_\_\_\_

SS. Assignment Document Return Address:  
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP  
12400 Wilshire Blvd., Seventh Floor  
Los Angeles, California 90025-1026  
(408) 720-8300

On this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_, before me, \_\_\_\_\_,  
the undersigned Notary Public, personally appeared \_\_\_\_\_

☐ personally known to me ☐ proved to me on the basis of satisfactory evidence to  
be the person(s) whose name(s) subscribed to the within instrument, and  
acknowledged that executed it.

WITNESS my hand and official seal.

\_\_\_\_\_  
Notary's Signature