



05-13-2004

FORM PTO-1595  
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To the Honorable Commissioner of Patents and Trade



102744052

U.S. DEPARTMENT OF COMMERCE

1. Name of conveying party(ies):  
Tomasz DUCZMAL  
David M. ROSCOE

5/19/04

2. Name and Address of receiving party(ies):  
ADFLOW Networks Inc.  
233 Linwood Crescent  
Burlington, Ontario L7L 3Z9  
Canada

3. Nature of conveyance:  
 Assignment \_\_\_\_\_ Merger  
 Security Agreement \_\_\_\_\_ Change of Name  
 Other: \_\_\_\_\_  
Execution Date(s): July 25, 2003

4. Application number(s) or patent number(s):  
 This document is being filed together with a new application:  
(a) The execution date(s) of the application is/are:  
(b) The title is:  
OR  
 This document is being filed after filing of the application:  
(a) Patent Application No(s). 09/535,979, filed March 27, 2000; or  
(b) Patent No(s). , issued .

5. Name and address of party to whom correspondence concerning document should be mailed:  
STAAS & HALSEY LLP Our Docket: 856.1043  
Attention: J. Randall Beckers  
1201 New York Ave., N.W., Suite 700  
Washington, D.C. 20005

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41)..... (\$ 40.00 per Patent or Application in Assignment)  
 Enclosed  
 Authorized to be charged to deposit account.

8. Deposit Account No.: 19-3935 (Any underpayment is authorized to be charged to this Deposit Account)  
(Attach duplicate copy of this page if paying by deposit account)

J. Randall Beckers, Reg. No. 30,358  
Name of Person Signing

J. Randall Beckers  
Signature

5/19/04  
Date

Total number of pages including cover sheet: 3  
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40.00 04  
09535979  
00000093  
05/12/2004 WASHDC:ELR1  
02 FC:8021

Practitioner's Docket No. \_\_\_\_\_

**PATENT**

For:  U.S. and/or  Foreign Rights

For:  U.S. Application or

U.S. Provisional Application

For:  U.S. Patent

For:  PCT Application

By: Multiple Inventors

**ASSIGNMENT OF INVENTION (MULTIPLE INVENTORS)**

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

**ASSIGNORS (Inventors):**

Tomasz DUCZMAL 145 Glenaston Drive, Oakville, Ontario, L6H 6S2 Canadian  
Address Nationality

David M. Roecoe 233 Linwood Crescent, Burlington, Ontario, L7L 3Z9 Canadian  
Address Nationality

hereby sells, assigns and transfers to  
ASSIGNEE:

ADFLOW Networks Inc. 233 Linwood Crescent, Burlington, Ontario, L7L 3Z9 Canadian  
Address Nationality

and the successors, assigns and legal representatives of the ASSIGNEE  
(complete one of the following)

- the entire right, title and interest
- an undivided \_\_\_\_\_ percent (\_\_\_\_\_ %) interest

for the United States and its territorial possessions

(check the following box, if foreign rights are also to be assigned)

and in all foreign countries, including all rights to claim priority in and to any and all improvements which are disclosed in the invention entitled:

**METHOD AND SYSTEM FOR DYNAMIC DISPLAY OF MARKETING CAMPAIGNS ON DISPLAY LOCATIONS VIA A NETWORK**

(check and complete (a), (b), (c), (d), (e), (f), or (g))

(Assignment of Invention - Multiple Inventors [16-3.2]-page 1 of 2)

and which is found in (37 C.F.R. §3.21)

- (a)  U.S. patent application executed on even date herewith
- (b)  U.S. patent application executed on \_\_\_\_\_
- (c)  U.S. provisional application naming the above inventor(s) for the above-entitled invention
  - Express mail label no.: \_\_\_\_\_
  - Mailed: \_\_\_\_\_
  - To comply with 37 C.F.R. §3.21 for recordal of this assignment, I, an ASSIGNOR signing below, hereby authorize and request my attorney to insert below the filing date and application number when they become known.
- (d)  U.S. application no. 09 / 535979 filed on March 27, 2000
- (e)  International application no. PCT \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ filed on \_\_\_\_\_
- (f)  U.S. patent no. \_\_\_\_\_ issued \_\_\_\_\_
  - A change of address to which correspondence is to be sent regarding patent maintenance fees is being sent separately.

(check (g), if foreign application(s) is also being assigned)

(g)  and any legal equivalent thereof in a foreign country, including \_\_\_\_\_ the right to claim priority

and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, We have hereunto set hand and seal this July 25<sup>th</sup> / 03  
Date of signing

WARNING: The date of signing must be the same as the date of execution of the application, if item (a) was checked above.

Tomasz DUCZMAL

  
Signature of INVENTOR

David M. ROSCOE

  
Signature of INVENTOR

Notarization or Legalization Page Added.

NOTE: No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized then it will only be prima facie evidence of execution 35 U.S.C. §261. Use next page if notarization is desired.

(Assignment of invention- Multiple inventors [16-3.2]-page 2 of 2