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OMB No. 0651-0027 (exp. 6/30/2005)

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**1. Name of conveying party(ies)/Execution Date(s):**

Jamey Graham, David G. Stork, Chuck Lam

Execution Date(s) January 17 and 18, 2005

Additional name(s) of conveying party(ies) attached?  Yes  No

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

Name: Ricoh Company, Ltd.

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

Street Address: 3-6 Naka-magome, 1-Chome,  
Ohta-ku

City: Tokyo

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

Country: Japan

Zip: \_\_\_\_\_

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

**3. Nature of conveyance:**

- Assignment  Merger
- Security Agreement  Change of Name
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other \_\_\_\_\_

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

This document is being filed together with a new application.

A. Patent Application No.(s)

10/936,782

B. Patent No.(s)

Additional numbers attached?  Yes  No

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

Name: Steven Cahill

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

TOWNSEND AND TOWNSEND AND CREW LLP

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Eighth Floor

City: San Francisco

State: California Zip: 94111-3834

Phone Number: (415) 576-0200

Fax Number: (415) 576-0300

Email Address: djb@townsend.com

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

1

**7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

**8. Payment Information**

a. Credit Card Last 4 numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 20-1430

Authorized User Name Townsend and

Townsend and Crew LLP

**9. Signature:**

Steven Cahill

Signature

January 25, 2005

Date

Steven Cahill

Name of Person Signing Atty. Reg. No. 44,578

Total number of pages including cover sheet, attachments, and documents:

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
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Attorney Docket No.: 015358-005920US  
Client Reference No.: ID-RSV-213A

**ASSIGNMENT OF PATENT APPLICATION**

**JOINT**

WHEREAS, JAMEY GRAHAM of 1196 Shasta Avenue, CA 95126; DAVID G. STORK of 111 Crescent Avenue, Portola Valley, CA 94028; CHUCK LAM of 408 Carl Street, San Francisco, CA 94117 hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: METHOD, SYSTEM AND COMPUTER CODE FOR CONTENT BASED WEB ADVERTISING

Date(s) of execution of Declaration: January 17 & 18, 2005

Filing Date: September 7, 2004

Application No.: 10/936,782; and

WHEREAS, Ricoh Company, Ltd., a corporation of Japan, located at 3-6 Nakamagome, 1-Chome, Ohta-ku, Tokyo, 143, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and Improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Dated: 1/12/05

Dated: 1/18/05

Dated: Jan. 17, 2005

  
\_\_\_\_\_  
Jamey Graham

  
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David G. Stork

  
\_\_\_\_\_  
Chuck Lam

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