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# RECORDATION FORM COVER SHEET PATENTS ONLY

U.S. DEPARTMENT OF  
COMMERCE

Patent and Trademark Office

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

## 1. Name of conveying party(ies):

Mark C. Astley (signed 11/15/04), Andrew D. J. Banks  
(signed 11/18/04), David Ware (signed 11/18/04),  
Michael J. Ward (signed 11/15/04), Sumeer Bhola  
(signed 11/15/04), Ignacio Silva-Lepe (signed  
11/12/04)

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

## 3. Nature of conveyance:

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

Execution Dates: November 15, 2004, November 18,  
2004, November 18, 2004, November 15, 2005,  
November 15, 2004 and November 12, 2004

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

International Business Machines Corp.  
 New Orchard Road  
 Armonk, NY 10504

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, enter the date the patent was signed by the first named executing inventor.

A. Patent Application No.(s)  
10/980,034

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

## 5. Name/address of party to whom correspondence concerning document should be mailed

Name: Ido Tuchman, Esq.  
 Internal Address: \_\_\_\_\_

Street Address: 69-60 108th Street, Suite 503  
 City: Forest Hills State: NY ZIP: 11375

6. Total number of applications and patents involved 17. Total fee (37 CFR 3.41).....\$ 40.00☐ Enclosed

☒ Authorized to be charged to deposit  
 account

## 8. Deposit account number:

50-0510

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*

Ido Tuchman

Name of Person Signing



Signature

March 8, 2005

Date

Total number of pages including cover sheet, attachments and documents: 3

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

700160351

PATENT  
 REEL: 015859 FRAME: 0277

IBM Docket No. YOR920040442US1

**ASSIGNMENT**

WHEREAS,

1. Mark C. Astley residing at 18 Beacon Hill, Pompton Lakes, NJ 07442, USA;
2. Andrew D. J. Banks residing at Bluebells, New Road, Michelmersh, Romsey, Hampshire SO51 0NL, England;
3. David Ware residing at Tannery Cottage, 18 Gravel Close, Downton, England;
4. Michael J. Ward residing at 25 West Park Avenue, New Haven, CT 06511, USA;
5. Sumeer Bhola residing at 315 West 86 Street #11E, New York, NY 10024, USA;
6. Ignacio Silva-Lepe residing at 25 Briar Hill Drive, Putnam Valley, NY 10579, USA;

(herein called "THE UNDERSIGNED") have made an invention and have executed an application for Letters Patent of the United States, said application entitled A MECHANISM FOR DELIVERING MESSAGES TO COMPETING CONSUMERS and being further identified by U.S. Patent Application No. 10/980,034 and IBM Docket No. YOR920040442US1;


AND WHEREAS International Business Machines Corporation (herein called "ASSIGNEE"), a corporation organized under the laws of New York, and having an office and place of business at Armonk, New York wishes to acquire the entire right, title and interest in and to said invention and patent application and any United States and foreign patents to be obtained therefor;

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, THE UNDERSIGNED hereby sell, assign and transfer to the ASSIGNEE, its successors and assigns, the entire right, title and interest to the invention disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, or renewals thereof, all Letters Patent, both foreign and domestic, which may be granted therefrom, and all reissues or extensions of such patents, and THE UNDERSIGNED hereby authorize and request the Commissioner of Patents to issue any and all Letters Patent for the aforesaid invention to the ASSIGNEE of the entire right, title and interest in and to the same, for the use of the ASSIGNEE, its successors and assigns.

THE UNDERSIGNED hereby agree that THE UNDERSIGNED, their executors and legal representatives will make, execute and deliver (without charge but at the expense of the ASSIGNEE) any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said ASSIGNEE, its successors and representatives all facts known to THE UNDERSIGNED relating to said invention and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable to vest the ASSIGNEE, its successors or assigns the entire right, title and interest in and to the said invention, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

THE UNDERSIGNED represent and agree with said ASSIGNEE its successors and assigns, that no assignment grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by THE UNDERSIGNED, and that full right to convey the same as herein expressed is possessed by THE UNDERSIGNED.

IN TESTIMONY WHEREOF, THE UNDERSIGNED have hereunto set their hand on the dates indicated below.


  
Signature \_\_\_\_\_ Date 11/15/2004

  
Signature \_\_\_\_\_ Date Nov. 15, 2004

\_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

  
Signature \_\_\_\_\_ Date 11/15/2004

\_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

  
Signature \_\_\_\_\_ Date Nov 12/2004

PATENT

REEL: 015859 FRAME: 0278

IBM Docket No. YOR920040442US1

**ASSIGNMENT**

WHEREAS,

1. Mark C. Astley residing at 18 Beacon Hill, Pompton Lakes, NJ 07442, USA;
2. Andrew D. J. Banks residing at Bluebells, New Road, Michelmersh, Romsey, Hampshire SO51 0NL, England;
3. David Ware residing at Tannery Cottage, 18 Gravel Close, Downton, England;
4. Michael J. Ward residing at 25 West Park Avenue, New Haven, CT 06511, USA;
5. Sumeer Bhola residing at 315 West 86 Street #11E, New York, NY 10024, USA;
6. Ignacio Silva-Lepe residing at 25 Briar Hill Drive, Putnam Valley, NY 10579, USA;

(herein called "THE UNDERSIGNED") have made an invention and have executed an application for Letters Patent of the United States, said application entitled A MECHANISM FOR DELIVERING MESSAGES TO COMPETING CONSUMERS and being further identified by U.S. Patent Application No. 10/980,034 and IBM Docket No. YOR920040442US1;

AND WHEREAS International Business Machines Corporation (herein called "ASSIGNEE"), a corporation organized under the laws of New York, and having an office and place of business at Armonk, New York wishes to acquire the entire right, title and interest in and to said invention and patent application and any United States and foreign patents to be obtained therefor;

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, THE UNDERSIGNED hereby sell, assign and transfer to the ASSIGNEE, its successors and assigns, the entire right, title and interest to the invention disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, or renewals thereof, all Letters Patent, both foreign and domestic, which may be granted therefrom, and all reissues or extensions of such patents, and THE UNDERSIGNED hereby authorize and request the Commissioner of Patents to issue any and all Letters Patent for the aforesaid invention to the ASSIGNEE of the entire right, title and interest in and to the same, for the use of the ASSIGNEE, its successors and assigns.

THE UNDERSIGNED hereby agree that THE UNDERSIGNED, their executors and legal representatives will make, execute and deliver (without charge but at the expense of the ASSIGNEE) any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said ASSIGNEE, its successors and representatives all facts known to THE UNDERSIGNED relating to said invention and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable to vest the ASSIGNEE, its successors or assigns the entire right, title and interest in and to the said invention, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

THE UNDERSIGNED represent and agree with said ASSIGNEE its successors and assigns, that no assignment grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by THE UNDERSIGNED, and that full right to convey the same as herein expressed is possessed by THE UNDERSIGNED.

IN TESTIMONY WHEREOF, THE UNDERSIGNED have hereunto set their hand on the dates indicated below.

A. D. J. Banks      18 Nov 2004  
Signature                      Date

\_\_\_\_\_  
Signature                      Date

[Signature]      18<sup>th</sup> Nov 2004  
Signature                      Date

\_\_\_\_\_  
Signature                      Date

\_\_\_\_\_  
Signature                      Date

\_\_\_\_\_  
Signature                      Date