

Form PTO-1595 (Rev. 09/04)
OMB No. 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

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

Execution Date(s): February 4, 2005

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

3. Nature of Conveyance:

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

2. Name and address of receiving party(ies)

Name: LB FINANCIAL HOLDINGS, LLC
 Internal Address: _____
 Street Address: _____
2248 MERIDIAN BLVD.
SUITE H

City: MINDEN
 State: NEVADA
 Country: United States of America Zip: 89423

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

4. Application or patent number(s): This document is being filed together with a new application.

A. Patent Application No.(s)
10/951,212

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: Raymond B. Churchill, Jr.
LERNER, DAVID, LITTENBERG,
KRUMHOLZ & MENTLIK, LLP

Internal Address: Atty. Dkt.:
 Street Address: 600 South Avenue West

City: Westfield
 State: NJ Zip: 07090
 Phone Number: (908) 518-6398
 Fax Number: (908) 654-7866
 Email Address: rchurchill@ldlkm.com

6. Total number of applications and patents involved:

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 12-1095
 Authorized User Name Raymond B. Churchill,

9. Signature:



 Signature

Raymond B. Churchill, Jr. - 44,617
 Name of Person Signing

April 4, 2005
 Date

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

CH \$40.00 121095 10951212

555260_1.DOC

former PTO/SB/15 (R-00) Modified LDLKM

Docket Number (Optional)

ASSIGNMENT OF UTILITY APPLICATION

RAMPCO 3.0-001

Whereas, I, Joseph Piacentile of 177 Main Street, Suite 345; Fort Lee, New Jersey 07024

hereafter referred to as assignor, have invented certain new and useful improvements in SYSTEM AND METHODS FOR WIRELESS PRESCRIPTION ADVERTISING

for which an application for a United States Letters Patent was filed on September 27, 2004
Application Number 10/951,212

for which an application for a United States Letters Patent was executed by me on _____
and _____

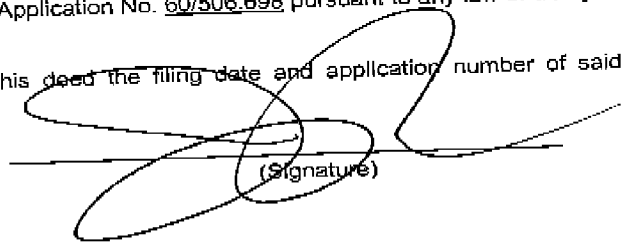
Whereas, LB Financial Holdings, LLC
a corporation of herein referred to as "assignee" whose mailing address is 2248 Meridian Blvd., Suite H, Minden, Nevada 89423
is desirous of acquiring the entire right, title and interest in the same;

NOW, THEREFORE, in consideration of the sum of one dollars (\$ 1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I as assignor hereby sell, assign and set over to said assignee the entire right, title and interest for the United States of America and all other countries in and to said invention and the aforesaid utility patent application and all original, divisional, continuation, continuation-in-part, substitute or reissue applications and patents applied for or granted therefor in the United States of America and all other countries, for said invention, including without limitation all applications and patents for said invention claiming priority or benefit of the aforesaid utility application pursuant to any law or treaty, and including the right to claim such priority or benefit and the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all patents on said improvements or resulting therefrom to said assignee herein, as assignee of the entire interest therein; and the undersigned for me and my legal representatives, heirs and assigns do hereby agree and covenant without further remuneration, to execute and deliver all original, divisional, continuation, reissue and other applications for Letters Patent on said improvements and all assignments thereof to said assignee or its assigns, to communicate to said assignee or its representatives all facts known to the undersigned respecting said improvements, whenever requested, to testify in any interferences or other legal proceedings in which any of said applications or patents may become involved, to sign all lawful papers, make all rightful oaths, and to do generally everything necessary to aid assignee, its successors, assigns and nominees to obtain patent protection for said improvements in all countries, the expenses incident to said applications to be borne and paid by said assignee.

I, as assignor, hereby assign to said assignee all of my right, title and interest in United States Provisional Application No. 60/506,698, filed September 26, 2003, and in the invention disclosed thereto in all countries of the world including the right to claim priority or benefit of said Application No. 60/506,698 pursuant to any law or treaty in the countries of the world.

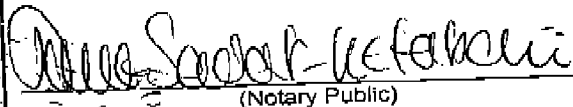
And I do hereby authorize my attorneys to insert on this deed the filing date and application number of said application when known.

2/4/05
(Date)


(Signature)

State of NEW JERSEY) SS:
County of BERGEN)

On this 4th day of FEBRUARY, 2005, before me personally came the above-named Joseph Piacentile, to me personally known as the individual who executed the foregoing instrument, who acknowledged to me that the same was executed by him/her of his/her own free will for the purposes therein set forth.


(Notary Public)

JANE SADAT-KETABCHI
NOTARY PUBLIC OF NEW JERSEY
MY COMMISSION EXPIRES SEPT. 24, 2008

LD-5343-8805-1.DOC