

12-27-2004

U.S. Department of Commerce
Patent and Trademark Office
Attorney Docket No. 08011.3020
Attorney Customer Number: 22,852To the Director of the U.S. Patent and
Please record the attached original documents or copy thereof.

102911002

Mail Stop Assignment Recordation Services

1. Name of conveying party(ies):
Kevin C. HALEY
Robert A. LUENBERGER

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

Name: Advertising.com

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

Internal Address:

3. Nature of conveyance:

☒ Assignment ☐ Merger

Street Address: 1020 Hull Street

City: Baltimore

☐ Security Agreement ☐ Change of Name

State: MD Zip Code: 21230

☐ Other:

Additional name(s) & Address(es) attached?

Execution Date: December 8 and 9, 2004

☐ 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:

A. Patent Application Number(s):

Application No. 10/963,502
Provisional Application No. 60/511,724

B. Patent Number(s):

Additional numbers attached?

☐ Yes ☐ No

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

Name: Anthony J. Lombardi

12/17/2004 CCHAU1 00000060 10963502

01 FC:8021

40.00 OP

6. Total number of applications and registrations involved:
2

7. Total fee (37 CFR 3.41): \$80

☒ Enclosed (Please charge deficiency to deposit account)☐ Authorized to be charged to deposit account

Internal Address: FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, L.L.P.

Street Address: 1300 I Street, N.W.

City: Washington, D.C.

State: Zip: 20005-3315

8. Deposit Account No.: 06-0916

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.

Anthony J. Lombardi

Reg. No. 53,232

Signature

December 16, 2004

Date

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

12/17/2004 CCHAU1 00000060 10963502

01 FC:8021

40.00 OP

PATENT
REEL: 016090 FRAME: 0027

ASSIGNMENT

WHEREAS I/We, the below named inventors, hereinafter referred to as Assignors, have made an invention entitled:

SYSTEMS AND METHODS FOR PROVIDING A REVERSE FREQUENCY CAP IN ADVERTISEMENT VIEWING

for which I/We executed an application for United States Letters Patent concurrently herewith or filed an application for United States Letters Patent on October 14, 2004 (Application No. 10/963,502); and

WHEREAS, ADVERTISING.COM, Inc., a corporation of Maryland whose post office address is 1020 Hull Street, Baltimore, MD 21230 (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to the application for United States Letters Patent on this invention and the Letters Patent to be issued upon this application;

NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from Assignee is hereby acknowledged, I/We, as Assignor(s), have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, my/our entire right, title, and interest in and to this invention, provisional Application No. 60/511,724, filed October 15, 2003, and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of the above provisional application, as well as all rights to claim priority on the basis of this application, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof; and I/We hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, I/WE HEREBY covenant that I/We have the full right to convey the interest assigned by this Assignment, and I/We have not executed and will not execute any agreement in conflict with this Assignment;

AND, I/WE HEREBY further covenant and agree that I/We will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to me/us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

IN TESTIMONY WHEREOF, I/We have hereunto set our hands.

County of <u>Baltimore</u>)	Name: <u>Kevin C. Haley</u>
) ss.	Address: <u>c/o Advertising.com, Inc.</u>
)	<u>1020 Hull Street, Baltimore, MD 21230</u>
State of <u>Maryland</u>)	By: <u>[Signature]</u>
	Date: <u>12/8/04</u>

Subscribed and sworn to before me this 8th day of Dec., 2004
Notary Public, Notary Public

MY COMMISSION
EXPIRES 4-1-05.

County of Baltimore)
)
)
State of Maryland)

ss.

Name: Robert A. Luenberger
Address: c/o Advertising.com, Inc.
1020 Hull Street, Baltimore, MD 21230
By: Robert A. Luenberger
Date: 12/9/04

Subscribed and sworn to before me this 9th day of December 2004

Doris E. Tricarius, Notary Public

Doris E. Tricarius
NOTARY COMMISSION
EXPIRES April 1, 2005.