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MB No. 0651/0027 (exp. 6/30/2005)	
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	Internal Address:
Additional name(s) of conveying party(ies) attached? Yes X No	Street Address:
3. Nature of conveyance/Execution Date(s):	
Execution Date(s): in parentheses after inventor name	Runeberginkatu 14-16
Assignment Merger Change of Name	
Security Agreement Joint Research Agreement	City: Helsinki
Government Interest Assignment	State:
Executive Order 9424, Confirmatory License	Country: Finland Zip: FI-00100
Other	Additional name(s) & address(es) Yes X No
	attached:
4. Application or patent number(s):	This document is being filed together with a new application.
A. Patent Application No.(s)	B. Patent No.(s)
10/781,640	
Additional numbers attached	? Yes X No
5. Name and address to whom correspondence	6. Total number of applications and
concerning document should be mailed: Name: .loe McKinney Muncy	patents involved:
Joe McKinney Muncy BIRCH, STEWART, KOLASCH & BIRCH,	
LLP	7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00
Internal Address: Atty. Dkt.: 0837-0164P	Authorized to be charged by credit card
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P.O. Box 747	x Enclosed
	None required (government interest not affecting title
City: Falls Church	8. Payment Information
State: VA Zip: 22040-0747 Phone Number: (703) 205-8026	a. Credit Card Last 4 Numbers Expiration Date
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	May 27, 2005
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Joe McKinney Muncy - 32,334	71 7 , I clai ilumber di pages iliciuding cover 1 x 1
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03-25-	Atty. Docket No.: 0837-01
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3.22.0 To the Director of 704 Please record the attached	O35 mark Office: MAY 2 original documents or copy thereof.
1. Name of conveying party(ies): [FAMILY NAME (ALL CAPS), Given NAME PERSONAL SAARI, Timo LIUKKONEN, Sirkku Additional name(s) of conveying party(ies) attached?	2. Name and address of receiving party(ies) Name: HELSINGIN KAUPPAKORKEAKOULU Internal Address: Street Address: Runeberginkatu 14-16 City: Helsinki State: ZIP: Country: Finland Postal Code: FIN-001 Additional name(s) & address(es) attached? YES
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4. Application number(s) or patent number(s):	
If this document is being filed together with a new applicatio	n, the execution date of the application is:
A. Patent Application No(s).	B. Patent No.(s).
10/781,640	
Additional numbers a	
5. Name and address of party to whom correspondence concerning document should be mailed:	6. Total No. of applications/patents involved: one (1)
Name: BIRCH, STEWART, KOLASCH & BIRCH, LLP	7. Total fee (37 C.F.R. § 3.41): \$40.00
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Joe McKinney Muncy, #32,334 Name of Person Signing/Reg. No.	March 22, 2004 Signature Date
Total number of pages including cover	er sheet, attachments, and document: three (3)
/2004 ECOOPER 00000018 10781640	KM

PATENT REEL: 016103 FRAME: 0941

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UNITED STATES PATENT RIGHTS, OR UNITED STATES PLUS ALL FOREIGN PATENT RIGHTS

ASSIGNMENT

	Application No. $10/781$,	640	Filed February 20, 2004
nsert Name(s) Inventor(s)	WHEREAS,	Timo SAARI	Sirkku LIUKKONEN
	(hereinafter designated as the un	ndersigned) has (have) invented	certain new and useful improvements in
nsert Title f Invention	USER-SPECIFIC PERSONAL	IZATION OF INFORMATION	SERVICES
	for which an application for I undersigned (except in the case		tates of America has been executed by the
nsert Date f Signing of application	on February 27, 200	4	; and
nsert Name f Assignee	WHEREAS, <u>HELSI</u>	NGIN KAUPPAKORKEAKOL	JLU .
nsert Address f Assignee	of Runeberginkatu 14-16, FI-00	1100 Helsinki, Finland	
CHECK BOX APPROPRIATE	its heirs, successors, legal repre acquiring the entire right, title a may be granted therefor in the U in any foreign countries.	and interest in and to said inver	ter designated as the Assignee) is desirous of nation and in and to any Letters Patent(s) that
	the receipt of which is hereby has (have) sold, assigned and Assignee the full and exclusive	acknowledged, and other good transferred, and by these prese e right to the said invention in and the entire right, title and in for in the United States of	ars (\$10.00) to the undersigned in hand paid, and valuable consideration, the undersigned ents does sell, assign and transfer unto said the United States of America, its territories, atterest in and to any and all Letters Patent(s) America, its territories, dependencies and foreign countries;
	and to any and all divisions, re terms for which the same may b	issues, continuations, conversion granted.	ns and extensions thereof for the full term or

Page 1 of 2

The undersigned agree(s) to execute all papers necessary in connection with this application and any continuing, divisional, conversion or reissue applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.

The undersigned agree (s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation, division, conversion or reissue thereof or Letter Patent(s) or reissue patent issued thereon and to cooperate with the Assignee in every way possible in obtaining and producing evidence and proceeding with such interference.

The undersigned agree(s) to execute all papers and documents and to perform any act which may be necessary in connection with claims or provisions of the International Convention for the Protection of Industrial Property or similar agreements.

The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States of America and any foreign patent(s) to the Assignee and to vest all rights therein hereby conveyed to said Assignee as fully and entirely as the same would have been held by the undersigned if this Assignment and sale had not been made.

The undersigned hereby authorize(s) and request(s) the Patent and Trademark Office Officials in the United States of America and in any foreign countries to issue any and all Letters Patents resulting from said application or any continuing, divisional conversion or reissue applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) the full right to convey the entire interest herein assigned, and that he has (they have) not executed, and will not execute, any agreement in conflict herewith.

The undersigned hereby grant(s) the law firm of Birch, Stewart, Kolasch & Birch, LLP the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office for recordation of this document.

The undersigned hereby covenant(s) that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

Date	27 Feb. 2004	Name of Inventor	
	27 Feb. 2004	(signature) Timo SAARI Name of Inventor	
Date _		(signature) Sirkku LIUKKONEN Name of Inventor	
Date _	,	(signature) Name of Inventor	
Date _		Name of Inventor(signature)	
Date _	,	Name of Inventor(signature)	
		, ,	

Page 2 of 2

April 2000