## PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

### **CONVEYING PARTY DATA**

Name	Execution Date
Robert Powell	05/18/2005

### **RECEIVING PARTY DATA**

Name:	In-Store Broadcasting Network, LLC		
Street Address:	175 South Main Street		
Internal Address:	Ste. # 600		
City:	Salt Lake City		
State/Country:	UTAH		
Postal Code:	84101		

#### PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	10146192

## **CORRESPONDENCE DATA**

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NAME OF SUBMITTER: Michael F. Krieger

**Total Attachments: 3** 

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> PATENT REEL: 016106 FRAME: 0053

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**3P \$40.00 101** 

# Docket No. Assignment of Rights, Title and Interest in Invention (Multiple inventors; single assignee) 11897.8, 9 This is an Assignment of the following rights, title and interest: (check all that apply): United States of America rights, title and interest in the invention $\boxtimes$ Foreign rights, title and interest in the invention $\boxtimes$ United States Patent Application Serial No. see attached Date of Execution: see attached Date of Filing: see attached United States Provisional Patent Application Serial No. United States Patent No(s). International (PCT) Patent Application Serial No. Other (specify) Title of the Invention See attached Inventors (assignors) Address Name 2235 East 25th Street, Idaho Falls, Idaho 83404 IBN Technology Holding, LLC Assignee Address Name 175 South Main Street, Suite 600 In-Store Broadcasting Network, LLC Salt Lake City, Utah 84101

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PATENT AS03A/REV01

REEL: 016106 FRAME: 0054

# Assignment of Rights, Title and Interest in Invention (Multiple inventors; single assignee)

Docket No. 11897.8, 9

Whereas, we, the above-identified Inventors, have invented certain new and useful improvements in the Invention identified above and described in the above-identified patent application(s) and/or patent(s) (hereinafter referred to as "Invention");

And, whereas we desire to assign our above-identified rights, title and interest in the Invention to the above-identified Assignee;

Now, this indenture witnesseth, that for good and valuable consideration, the receipt whereof is hereby acknowledged;

We hereby assign, sell and transfer our above-identified rights, title and interest in said Invention, said application(s) as identified above, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted or have granted for said Invention, and in and to any and all reissues and reexaminations thereof, and in and to any and all priority rights, Convention rights, and other benefits accruing or to accrue to us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto said Assignee;

And we hereby authorize and request the Director of the United States Patent and Trademark Office to issue any United States Letters Patent which may issue for said Invention to said Assignee, as assignee of the whole right, title and interest thereto;

And we further agree to sign and execute all necessary and lawful future documents, including applications for foreign patents, for filing divisions, continuations and continuations-in-part of said application for patent, and/or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid Invention, as the Assignee or its Designee(s) may from time to time require and prepare at its own expense.

Inventors' Signatures (if Notarization is desired, do not sign here and proceed to next page)

Name	Signature/Date
Robert Powell	Signature/Date South 5-18-05
	j

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PATENT REEL: 016106 FRAME: 0055

# Exhibit A

Serial No. 10/145,920	Filing Date May 15, 2002	<u>Title</u> System For and Method of Doing Business To Provide Network-Based In-Store Media Broadcasting	Our File No. 11897.8
10/146,192	May 15, 2002	Providing a Multi-Tier Enterprise Level Application for Media Broadcasting	11897.9

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**RECORDED: 06/08/2005** 

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