

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ablaise, Limited	07/19/2005
RECEIVING PARTY DATA	
Name:	General Inventions Institute, Inc.
Street Address:	Craigmuir Chambers, P.O. Box 71
City:	Road Town, Tortola
State/Country:	VIRGIN ISLANDS, BRITISH
PROPERTY NUMBERS Total: 3	
Property Type	Number
Patent Number:	6295530
Patent Number:	6826565
Application Number:	09920803
CORRESPONDENCE DATA	
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Total Attachments: 3 source=Ablaise Assignment#page1.tif source=Ablaise Assignment#page2.tif source=Ablaise Assignment#page3.tif	

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PATENT ASSIGNMENT

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THIS PATENT ASSIGNMENT is effective as of July 19, 2005, by Ablaise, Limited, ~~a British corporation~~ *an Israeli* (the "Assignor"), and made in favor of General Inventions Institute, Inc., a British Virgin Islands corporation (the "Assignee").

RECITALS:

WHEREAS, Assignor owns the patents and patent applications listed on Schedule I attached hereto;

WHEREAS, Assignor and Assignee are parties to that certain Patent Purchase Agreement (the "**Patent Purchase Agreement**") dated as of July 19, 2004, pursuant to which Assignor sold (i) Assignee an eight percent (8%) undivided interest in, to and under the Patents (as defined below) in and for the United States and its territories, and (ii) granted, among other things, Assignee a First Option (as defined in the Patent Purchase Agreement) to purchase an additional four percent (4%) undivided interest in, to and under the Patents (as defined below) in and for the United States and its territories; and

WHEREAS, Assignor has agreed to sell Assignee such additional four percent (4%) undivided interest in, to and under the Patents (as defined below) in and for the United States and its territories in connection with Assignee's exercise of the First Option (as defined in the Patent Purchase Agreement).

NOW, THEREFORE, in consideration of the purchase price paid by Assignee in connection with Assignee's exercise of the First Option (as defined in the Patent Purchase Agreement) under the Patent Purchase Agreement (the "**Purchase Price**"), and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, subject to the terms and conditions contained in the Patent Purchase Agreement, the parties hereto agree as follows:

1. In consideration of the Purchase Price paid by Assignee, Assignor does hereby sell, assign, transfer and convey unto Assignee, in and for the United States and its territories, a 4% undivided interest in the Patents, including the right to claim priority therefrom under any applicable convention or treaty and the right to seek a reasonable royalty pursuant to 35 U.S.C. § 154(d) (Supp. V 1999), any and all U.S. patents or U.S. patent applications related to any work done or performed by or for Assignor as such work directly relates to the Patents, or indirectly relates to the Patents and directly relates to Web Personalization, during the term of the Patent Purchase Agreement, a percentage of all income, royalties, damages, and payments now and hereafter due and payable under and with respect thereto as set forth in the Patent Purchase Agreement, the right to sue and recover for past, present and future infringements thereof, all rights corresponding thereto and throughout the world, including any and all goodwill associated therewith, and all other proceeds and products of the foregoing, including without limitation, any rights, but not

obligations, pursuant to Assignor's agreements with any other Person relating thereto. "Web Personalization" shall mean technology that dynamically creates web pages that contain information that is personal to the individual user making the request for the web page. "Patents" shall mean the United States patents and patent applications listed on Schedule I hereto, and all United States patent rights claiming priority to the patents or applications listed therein.

2. At any time and from time to time after the date hereof, upon the request of Assignee, Assignor agrees to execute, acknowledge and deliver any and all such further assurances, assignments, transfers, conveyances, powers of attorney, and other instruments and documents, and take such other actions deemed by Assignee, in good faith, to be necessary or appropriate to effectuate or document the assignments to Assignee set forth herein and Assignee's rights hereunder and ownership of an 12% undivided interest in the Patents.

3. Assignor hereby irrevocably appoints Assignee and its successors and assigns as Assignor's attorney-in-fact, with full power of substitution in the name and stead of Assignor or Assignee, for the benefit of Assignee and its successors and assigns to, from time to time, do any and all such acts and things which Assignee may request Assignor to do in accordance with this Assignment. Assignor hereby declares that the appointment made and the powers granted hereby are coupled with an interest.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed and delivered by an officer thereunto duly authorized, as of the date first above written.

ASSIGNOR:

ABLAISE LIMITED

By: M.S. Bl
Name: Mark Bernstein
Title: Director

KINGDOM OF ENGLAND,
CITY OF LONDON } S.S.

Executed and acknowledged before me:

ATTEST:

ELEANOR FOGAN
Notary Public of London, England
(My Commission Expires at death)

1900 Jul 2005



Schedule I

Client	TYP	FAMIL	CC	Descriptive Title	STATUS	APP NO	PATENT NUMBER	APP DATE
2149	P	101	GB	Format Identifier	In Force	95 09 828.1	2 300 991 B	15 May 1995
2149	P	101	US	Format Identifier	In Force	08/647,769	6,295,530 B1	15 May 1996
2149	P	102	US	Different Functions	Pending	09/920,803		03 August 2001
2149	P	103	US	Checksums in URL	In Force	10/223,467	6,826,565 B2	20 August 2002