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04-11-2005

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(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)

RE



U.S. DEPARTMENT OF COMMERCE  
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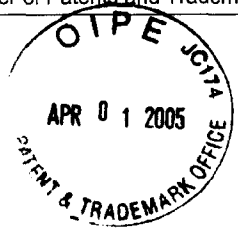
Tab settings

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To the Honorable Commissioner of Patents and Trademarks: Please Record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Steven WOLKOFF  
Vladislav SINANIYEV  
Dritan SULJOTI



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

2. Name and address of receiving party(ies)

Name: DoubleClick Inc.

Street Address: 111Eighth Avenue

10<sup>th</sup> Floor

New York, NY 10011

Additional Name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- |                                                |                                         |
|------------------------------------------------|-----------------------------------------|
| <input checked="" type="checkbox"/> Assignment | <input type="checkbox"/> Merger         |
| <input type="checkbox"/> Security Agreement    | <input type="checkbox"/> Change of Name |
| <input type="checkbox"/> Other _____           |                                         |

Execution Dates: March 22, 2005 and March 23, 2005

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 is: \_\_\_\_\_

A. Patent Application No.(s)

B. Patent No.(s)

10/891,517 filed July 15, 2004

Additional numbers attached? ☐ Yes ☒ No

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

Bradley J. Meier  
KENYON & KENYON  
Suite 700  
1500 K Street, NW  
Washington, D.C. 20005

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41) . . . . . \$ 40.00

☐ Enclosed

☒ Authorized to be charged to deposit account

8. Deposit account number:

11-0600

(Attach duplicate copy of this page if paying by deposit account)

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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.

Bradley J. Meier, Reg. No. 44,236  
Name of Person Signing

*Bradley J. Meier*  
Signature

4-1-2005  
Date

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

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C.

559639v1

04/08/2005 ECOOPER 00000196 110600 10891517  
01 FC:8021

PATENT  
REEL: 016433 FRAME: 0229

## ASSIGNMENT

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned hereby sell, assign, and transfer to **DoubleClick Inc.**, a Delaware corporation having a principal place of business at 111 Eighth Avenue, 10th Floor, New York, NY 10011, U.S.A. ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions and discoveries that are disclosed in the United States Patent Application entitled:

### SYSTEM AND METHOD FOR MANAGING ADVERTISING CAMPAIGN DATA

the specification of which is attached hereto unless the following is entered:

Filed on	as United States Application Number or PCT International Application Number	and was amended on (if applicable)
<b>15 July 2004</b>	<b>10/891,517</b>	

and in and to said United States Patent Application and all provisional, divisional, continuing, substitute, renewal, reissue, and other patent applications that have been or shall be filed in the United States or any foreign country on any of said inventions and discoveries; and in and to all original and reissued patents that have been or shall be issued in the United States or any foreign country on said inventions and discoveries; and in and to all rights of priority resulting from the filing of said United States Patent Application;


agree that said Assignee may apply for and receive a patent or patents for said inventions and discoveries in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional, divisional, continuing, substitute, renewal, reissue, and other patent applications on any and all said inventions and discoveries; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said inventions and discoveries and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions and discoveries and for vesting title to said inventions and discoveries, and all applications for patents and all patents on said inventions and discoveries, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Inventor: **Steven WOLKOFF**

Inventor Signature	Date
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Inventor: **Vladislav SINANIYEV**

Inventor Signature 	Date <b>3/22/2005</b>
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Inventor: **Dritan SULJOTI**

Inventor Signature 	Date <b>3/22/2005</b>
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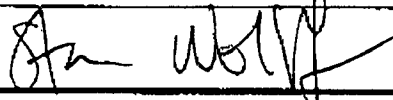
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15 July 2004	10/891,517	

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agree that said Assignee may apply for and receive a patent or patents for said inventions and discoveries in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional, divisional, continuing, substitute, renewal, reissue, and other patent applications on any and all said inventions and discoveries; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said inventions and discoveries and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions and discoveries and for vesting title to said inventions and discoveries, and all applications for patents and all patents on said inventions and discoveries, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Inventor: **Steven WOLKOFF**

Inventor Signature 	Date 3/23/2005
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Inventor: **Vladislav SINANIYEV**

Inventor Signature	Date
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Inventor: **Dritan SULJOTI**

Inventor Signature	Date
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