

05-10-2005

Form PTO-1595 (Rev. 09/04)
OMB No. 0651-0027 (exp. 5/30/2005)



U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

R

102999200

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Frederick LOWE

Execution Date(s) 1/21//2005

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

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other

2. Name and address of receiving party(ies)

Name: GSI LLC

Internal Address:

Street Address: 15490 Ventura Blvd, Suite 220

City: Los Angeles

State: CA

Country: US Zip: 91403

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

4. Application or patent number(s):

A. Patent Application No.(s)

11/040,166

☐ This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Joseph J. Mayo

Internal Address:

Street Address: 7910 Ivanhoe Ave #325

City: La Jolla

State: CA Zip: 92037

Phone Number: 858-442-5877

Fax Number: 858-777-5425

Email Address:

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- ☒ Authorized to be charged by credit card
☐ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers 1011
Expiration Date 04/30/2006

b. Deposit Account Number

Authorized User Name

9. Signature:

Joseph J. Mayo

Name of Person Signing

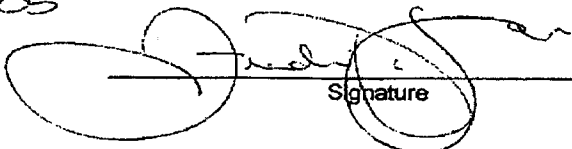
5/3/2005

Date

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

2

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

ASSIGNMENT OF APPLICATION		Form (former PTO/8B/15) (06-03) Docket Number (Optional) GSI-P0002
<p>Whereas, I/We, <u>Frederick Lowe</u> of <u>Chicago, IL</u>, hereafter referred to as applicant, have invented certain new and useful improvements in <u>SYSTEM AND METHOD FOR GENERATING AND DISTRIBUTING PERSONALIZED MEDIA</u></p> <p><input checked="" type="checkbox"/> for which an application for a United States Patent was filed on <u>1/20/2005</u> Application Number <u>11/040,166</u></p> <p><input type="checkbox"/> for which an application for a United States Patent was executed on _____, and</p> <p>Whereas, <u>GSI LLC</u> of <u>Los Angeles, California</u> here referred to "assignee" whose mailing address is <u>15490 Ventura Blvd, Suite 220 LA, CA 91403</u> is desirous of acquiring the entire right, title and interest in the same;</p> <p>Now, therefore, in consideration of the sum of <u>one</u> dollars (\$ <u>1.00</u>), the receipt whereof is acknowledge, and other good and valuable consideration, I/We, the applicant(s), by these presents do sell, assign and transfer unto said assignee the full and exclusive right to the said invention in the United States and the entire rights, title and interest in and to any and all Patents which may be granted therefore in the United States. I/We hereby authorize and request the Director of the U.S. Patent and Trademark Office to issue said United States Patent to said assignee, of the entire right, title, and interest in and to the same, for his sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.</p> <p>Executed this <u>21st</u> day of <u>January</u>, 20 <u>05</u> at <u>Varitalk / Chicago, 53 West Jackson, Ste 1264</u> <u>Chicago, IL 60605</u></p> <div style="text-align: right; margin-right: 100px;"> _____ Signature</div> <p>State of _____ SS: _____ Printed Name/Registration No., if applicable County of _____</p> <p>Before me personally appeared said _____ and acknowledged the foregoing instrument to be his free act and deed this _____ day of _____, 20 _____.</p> <p>Seal</p> <p><small>Note: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required. See below*.</small></p> <p><input checked="" type="checkbox"/> Total of <u>ONE (1)</u> forms are submitted.</p>		