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FORM PTO-1595 (Rev. 10/02) R

U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

Docket No.: 055653-0019

112921 U.S. PTO
11/126184
051105

To the Honorable Commissioner for Patents and Trademarks: Please record the attached original documents or copy thereto:

1. Name of Conveying Party(ies):
Randall Jay CALISTRI-YEH, Wen RUAN, Clinton P. MAH,
Mary Louise HOWATT, Mary E. MCKENNA,
Maurice J. FORRESTER
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: TextWise LLC.
Address: 401 South Salina Street
Syracuse, NY 13202 USA
Additional name(s) & address(es) attached? Yes No

3. Nature of Conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other
Execution Date: May 11, 2005, May 11, 2005, May 11, 2005,
May 11, 2005, May 11, 2005, May 11, 2005
(respectfully)

4. Application number(s) or patent number(s):
If the document is being filed together with a new application, the execution date of the application is: May 11, 2005, May 11, 2005,
May 11, 2005, May 11, 2005,
May 11, 2005, May 11, 2005
(respectfully)

A. Patent Application No(s).
05/13/2005 670N11 00000130 500417 11126184
01 FC:0021 40.00 DA

B. Patent No(s).
Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: MCDERMOTT WILL & EMERY LLP
Internal Address:
Street Address: 600 13th Street, N.W.
City: Washington State: D. C. Zip: 20005-3096

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:
500417

DO NOT USE THIS SPACE

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.
Wei-Chen Nicholas Chen, 56,665 *Wei-Chen Chen* May 11, 2005

Name and Registration No. of Person Signing Signature Date
Total number of pages including cover sheet: 6

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

PATENT
REEL: 016554 FRAME: 0660

Docket No.: 055653-0019

ASSIGNMENT

WHEREAS WE, Randall Jay CALISTRI-YEH, Wen RUAN, Clinton P. MAH, Mary Louise HOWATT, Mary E. MCKENNA, Maurice J. FORRESTER of 495 Pellet Road, Webster, NY 14580; 4840 Cary Drive, Manlius, NY 13104; 4874 Wheatstone Drive, Fairfax, VA 22032; 129 Green Street, Apt. 3, Syracuse, NY 13203; 14 High Street, Natick, MA 01760; and 152 Grace Street, Syracuse, NY 13204, respectively, have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled ADVERTISEMENT PLACEMENT METHOD AND SYSTEM USING SEMANTIC ANALYSIS, and filed concurrently herewith;

AND WHEREAS, TextWise LLC, a corporation of the State of New York and having an address of 401 South Salina Street, Syracuse, NY 13202 is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, We do hereby sell, assign, transfer and set over unto TextWise LLC, its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including the right of priority and including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, We hereby agree with the said assignee that We will not execute any writing or do any act whatsoever conflicting with these presents, and that We will, at any time upon request, without further or additional consideration but at the expense of said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and assignee;

AND We request the Commissioner for Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said TextWise LLC, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

Date	<u>5/11/05</u>	<u><i>Randall Jay Calistri-Yeh</i></u> Randall Jay Calistri-Yeh
Date	<u>5/11/05</u>	<u><i>Wen Ruan</i></u> Wen Ruan
Date	<u>5/11/05</u>	<u><i>Clinton P. Mah</i></u> Clinton P. Mah
Date	<u>5/11/05</u>	<u><i>Mary Louise Howatt</i></u> Mary Louise Howatt
Date	<u>5/11/05</u>	<u><i>Mary E. McKenna</i></u> Mary E. McKenna
Date	<u>5/11/05</u>	<u><i>Maurice J. Forrester</i></u> Maurice J. Forrester

TOTAL P.01

Docket No.: 055653-0019

ASSIGNMENT

WHEREAS WE, Randall Jay CALISTRI-YEH, Wen RUAN, Clinton P. MAH, Mary Louise HOWATT, Mary E. MCKENNA, Maurice J. FORRESTER of 495 Pellett Road, Webster, NY 14580; 4840 Cary Drive, Manlius, NY 13104; 4874 Wheatstone Drive, Fairfax, VA 22032; 129 Green Street, Apt 3, Syracuse, NY 13203; 14 High Street, Natick, MA 01760; and 152 Grace Street, Syracuse, NY 13204, respectively, have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled ADVERTISEMENT PLACEMENT METHOD AND SYSTEM USING SEMANTIC ANALYSIS, and filed concurrently herewith;

AND WHEREAS, TextWise LLC, a corporation of the State of New York and having an address of 401 South Salina Street, Syracuse, NY 13202 is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, We do hereby sell, assign, transfer and set over unto TextWise LLC, its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including the right of priority and including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, We hereby agree with the said assignee that We will not execute any writing or do any act whatsoever conflicting with these presents, and that We will, at any time upon request, without further or additional consideration but at the expense of said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and assignee;

AND We request the Commissioner for Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said TextWise LLC, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

_____	_____
Date	Randall Jay Calistri-Yeh
_____	_____
Date	Wen Ruan
<u>May 11, 2005</u>	<u>Clinton P. Mah</u>
_____	_____
Date	Clinton P. Mah
_____	_____
Date	Mary Louise Howatt
_____	_____
Date	Mary E. McKenna
_____	_____
Date	Maurice J. Forrester

Signature Witness:

STATE OF NEW YORK)
COUNTY OF MONROE) SS:

On this 11th day of MAY, 2005, before me, the undersigned notary public, personally appeared Randall Jay Calistri-Yeh, proved to me through satisfactory evidence of identification, which consisted of NEW YORK STATE DRIVERS' LIC, to be the person whose name is signed on the preceding or attached document in my presence.

Daniel O.A. Ajegba
Notary Public

My commission expires Nov. 3. 2006

DANIEL O.A. AJEGBA
Notary Public, State of New York
Monroe County
Commission Expires Nov. 3, 20 06

Signature Witness:

STATE OF NEW YORK)
COUNTY OF MONROE) SS:

On this 11th day of MAY, 2005, before me, the undersigned notary public, personally appeared Wen Ruan, proved to me through satisfactory evidence of identification, which consisted of NEW YORK STATE DRIVERS' LIC, to be the person whose name is signed on the preceding or attached document in my presence.

Daniel O.A. Ajegba
Notary Public

My commission expires Nov. 3. 2006

DANIEL O.A. AJEGBA
Notary Public, State of New York
Monroe County
Commission Expires Nov. 3, 20 06

Signature Witness:

STATE OF _____)
COUNTY OF _____) SS:

On this _____ day of _____, 20____, before me, the undersigned notary public, personally appeared Clinton P. Mah, proved to me through satisfactory evidence of identification, which consisted of _____, to be the person whose name is signed on the preceding or attached document in my presence.

Notary Public
My commission expires _____

Signature Witness:

STATE OF NEW YORK)
COUNTY OF MONROE) SS:

On this 11th day of MAY, 2005, before me, the undersigned notary public, personally appeared Mary Louise Howatt, proved to me through satisfactory evidence of identification, which consisted of NEW YORK STATE DRIVERS' LIC, to be the person whose name is signed on the preceding or attached document in my presence.

Daniel O.A. Ajegba
Notary Public
My commission expires Nov. 3, 2006

DANIEL O.A. AJEGBA
Notary Public, State of New York
Monroe County
Commission Expires Nov. 3, 2006

Signature Witness:

STATE OF NEW YORK)
COUNTY OF MONROE) SS:

On this 11th day of MAY, 2005, before me, the undersigned notary public, personally appeared Mary E. McKenna, proved to me through satisfactory evidence of identification, which consisted of NEW YORK STATE DRIVERS' LIC, to be the person whose name is signed on the preceding or attached document in my presence.

Daniel O.A. Ajegba
Notary Public
My commission expires Nov. 3, 2006

DANIEL O.A. AJEGBA
Notary Public, State of New York
Monroe County
Commission Expires Nov. 3, 2006

Signature Witness:

STATE OF NEW YORK)
COUNTY OF MONROE) SS:

On this 11th day of MAY, 2005, before me, the undersigned notary public, personally appeared Maurice J. Forrester, proved to me through satisfactory evidence of identification, which consisted of NEW YORK STATE DRIVERS' LIC, to be the person whose name is signed on the preceding or attached document in my presence.

Daniel O.A. Ajegba
Notary Public
My commission expires Nov. 3, 2006

DANIEL O.A. AJEGBA
Notary Public, State of New York
Monroe County
Commission Expires Nov. 3, 2006

Signature Witness:

STATE OF _____)
) SS:
COUNTY OF _____)

On this _____ day of _____, 20____, before me, the undersigned notary public, personally appeared Randall Jay Calistri-Yeh proved to me through satisfactory evidence of identification, which consisted of _____, to be the person whose name is signed on the preceding or attached document in my presence.

Notary Public
My commission expires _____

Signature Witness:

STATE OF _____)
) SS:
COUNTY OF _____)

On this _____ day of _____, 20____, before me, the undersigned notary public, personally appeared Wen Ruan, proved to me through satisfactory evidence of identification, which consisted of _____, to be the person whose name is signed on the preceding or attached document in my presence.

Notary Public
My commission expires _____

Signature Witness:

STATE OF Virginia)
) SS:
COUNTY OF Fairfax)

On this 11 day of MAY, 2005 before me, the undersigned notary public, personally appeared Clinton P. Mah, proved to me through satisfactory evidence of identification, which consisted of Virginia Drivers License, to be the person whose name is signed on the preceding or attached document in my presence.

[Signature]

Notary Public
My commission expires 4/30/2007

