

Form PTO-1595 (Rev. 07/05)
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1. Name of conveying party(ies)

Scott White

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

3. Nature of conveyance/Execution Date(s):

Execution Date(s) October 13, 2005

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

2. Name and address of receiving party(ies)

Name: SBC KNOWLEDGE VENTURES, L.P.

Internal Address: _____

Street Address: 645 E. Plumb Lane

City: Reno

State: NV

Country: US Zip: 89502

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

4. Application or patent number(s):

A. Patent Application No.(s)

11/204,287

Attorney Docket No.: 1033-CM1000

☐ 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: Jeffrey G. Toler

Internal Address: _____

Street Address: 5000 Plaza On The Lake, Suite 265

City: Austin

State: TX Zip: 78746

Phone Number: 512/327-5515

Fax Number: 512/327-5452

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)

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9. Signature:

J. Eric Churilla

Signature

10-26-2005

Date

J. Eric Churilla, Reg. No. 42,416

Name of Person Signing

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

4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

ASSIGNMENT

WHEREAS, Scott White, a citizen of the United States of America, residing at 6806 Smokey Hill Road, Austin, Texas 78736; hereinafter called the "Assignor", have made the invention described in the United States patent application entitled "MENU PROMOTIONS USER INTERFACE", Attorney Docket No. 1033-CM1000 (SBC CM1000), for a full description of which reference is here made to an application for Letters Patent of the United States filed on August 15, 2005, and assigned Application Serial No. 11/204,287; and

WHEREAS, SBC KNOWLEDGE VENTURES, L.P., a partnership organized and existing under the laws of the State of Nevada, having a place of business at 645 E. Plumb Lane, Reno, Nevada 89502, hereinafter called the "Assignee", desires to acquire the entire right, title and interest for the United States of America and elsewhere throughout the world in and to said invention and the patent application identified above, including any and all divisions and continuations thereof and any and all Letters Patent which may be granted thereon, including any and all renewals, reissues and prolongations thereof.

NOW, THEREFORE in consideration of the sum of One Dollar (\$1.00) and other valuable and legally sufficient consideration, the receipt of which by the Assignor from the Assignee is hereby acknowledged, the Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefore in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term and terms for all such patents.

AND said Assignor hereby covenants and agrees, for both the Assignor and the Assignor's legal representatives, that the Assignor will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignor will execute and deliver to the Assignee to carry out the terms of this Assignment. Assignor authorizes attorney or agent to fill in the U.S. Application Serial No. above, if required.

AND said Assignor authorizes and requests the Commissioner of Patents to issue Letters Patent on said application, and on any all divisions and continuations thereof, to

Attorney Docket Number: 1033-CM1000

said Assignee, its assigns and legal representatives, in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, this Assignment is executed by said Assignor, on the date(s) listed below.

Name of Inventor:

Scott White

Signature of Inventor:

Date:

10/13/05Witnesses for Inventor

First Witness:

[Signature] 10/13/05
Signature / DateJIM CAMPBELL
Full Name (printed)

Second Witness:

[Signature] 10/13/05
Signature / DateJeff Beckham
Full Name (printed)