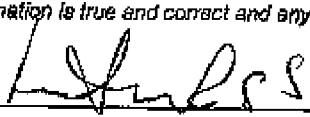


RECORDATION FORM COVER SHEET		U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office
PATENTS ONLY		Attorney Docket Number 20041783-US-NP
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original assignment document.		
1. Name of conveying party(ies)/Execution Date(s): 1. Qingfang Huang 2. Daniel H. Greene 3. Juan Liu 4. Hermann Calabria Assignment Execution Date(s): 10/28/2005, 11/4/2005, 10/28/2005, 10/28/2005 Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and Address of receiving Party(ies): Palo Alto Research Center Incorporated 3333 Coyote Hill Road Palo Alto California 94304-1314 Additional name(s) and address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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 _____		Title: SYSTEM FOR PROPAGATING ADVERTISEMENTS FOR MARKET CONTROLLED PRESENTATION
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) 11/213,271 _____ Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
5. Name and Address of party to whom correspondence concerning document should be mailed: Patent Documentation Center Xerox Corporation 100 Clinton Avenue South Xerox Square 20th Floor Rochester, NY 14644 CUSTOMER NUMBER: 35490	6. Total number of applications and patents involved = 1 7. Total Fee (37 CFR 3.41): \$ 40.00 <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to Deposit Account 8. Deposit Account Number: 24-0025	
DO NOT USE THIS SPACE		
9. Statement and signature. <i>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.</i> Name of Person Signing Linda M. Robb Signature  date November 9, 2005 Total number of pages comprising cover sheet 1		

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ASSIGNMENT

Attorney Docket No.: 20041783-US-NP

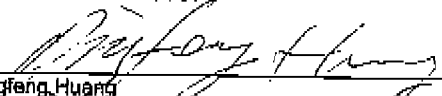
The undersigned is/are the named inventor(s) (the "Inventor(s)") on a United States patent application entitled **SYSTEM FOR PROPAGATING ADVERTISEMENTS FOR MARKET CONTROLLED PRESENTATION** (the "Application") for inventions disclosed or claimed therein (the "Invention(s)"), which Application:

- is being executed concurrently herewith,
- was first executed on
- was filed on **8/26/05** as Application Number **11/213,271**.
- claims the benefit of U.S. Provisional Application(s) No(s). filed .

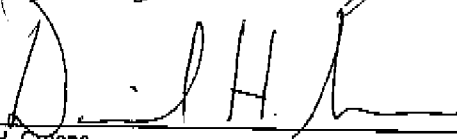
Palo Alto Research Center Incorporated, a Delaware Corporation, on behalf of itself, its successors and assigns, and its legal representatives ("PARC"), is entitled to all rights in the Application and the Invention(s), and the full cooperation of the Inventor(s).

For valuable consideration, the receipt of which is hereby acknowledged, the Inventor(s) hereby sell(s), assign(s), and transfer(s) to PARC the entire and exclusive right, title and interest in the Application and the Invention(s), in and for the United States, its territories, and all foreign countries, including all applications, patents, design registrations and publications obtained or derived therefrom, world wide, and all priority rights under all present or future conventions and treaties, and any provisional applications for which priority is claimed in the Application; and

- (1) request the U.S. Commissioner of Patents to issue all U.S. Letters Patent granted thereon to PARC;
- (2) agree that PARC may apply for and receive all foreign Letters Patent thereon;
- (3) agree to execute all papers and take all actions necessary or desirable in connection therewith requested by PARC; and
- (4) authorize PARC to subsequently enter the Application Number on this Assignment, if not already entered above.




 Qingfeng Huang 10/28/05
 DATE



 Daniel H. Greene 11/4/05
 DATE



 Juan Liu 10/28/05
 DATE



 Hermann Galabria 10/28/05
 DATE