

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Jorey Ramer	01/27/2006
Adam Soroca	01/27/2006
Dennis Doughty	01/27/2006

RECEIVING PARTY DATA

Name:	JumpTap, Inc.
Street Address:	245 First Street
Internal Address:	11th Floor
City:	Cambridge
State/Country:	MASSACHUSETTS
Postal Code:	02142

PROPERTY NUMBERS Total: 8

Property Type	Number
Application Number:	11267940
Application Number:	11268671
Application Number:	11271164
Application Number:	11274933
Application Number:	11274905
Application Number:	11274884
Application Number:	11282120
Application Number:	11281902

CORRESPONDENCE DATA

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OP \$320.00 11267940

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ATTORNEY DOCKET NUMBER:	JMPT-0004-P01 - P08
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NAME OF SUBMITTER:	Robert Mazzares
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Total Attachments: 3
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ASSIGNMENT

WHEREAS, the Undersigned has developed certain inventions described in the U.S. patent applications identified in Exhibit A hereto, and has full right to convey his entire interest to the ASSIGNEE, both legal and equitable, in and to the inventions therein free from all prior assignments, agreements, licenses, mortgages, security interests, or other encumbrances whatsoever; and

WHEREAS, JumpTap, Inc. ("ASSIGNEE"), an entity organized and existing under the laws of the state of Delaware, and having a place of business at 245 First Street, 11th Floor, Cambridge, MA, 02142, is desirous of acquiring the entire right, title, and interest in and to the invention of inventions and any and all patents to be obtained therefore;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the Undersigned, the Undersigned hereby sells, assigns and transfers unto the ASSIGNEE, its successors and assigns, his entire right, title and interest in and to the invention or inventions, as described in the above applications and all applications resulting therefrom, including any and all conversions, divisions, continuations, continuations-in-part, substitute applications, and reissues or extensions thereof; and all resulting patents in any jurisdiction worldwide.

AND the Undersigned hereby authorizes and requests the issuing authority to issue any and all patents issuing from any of the forgoing to the ASSIGNEE or its successors and assigns.

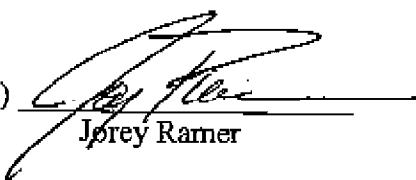
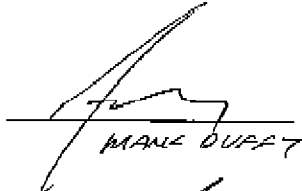

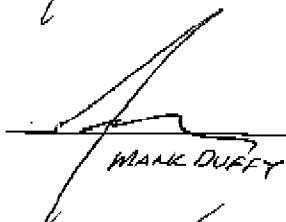
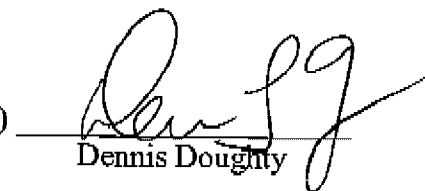
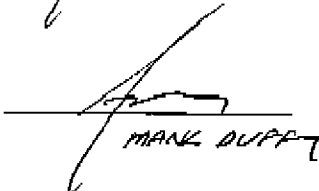
AND the Undersigned agrees that the attorney of record in the application shall hereinafter act on behalf of the ASSIGNEE.

AND the Undersigned further agrees, without any further payment or compensation by the ASSIGNEE or its successors and assigns, to communicate to the ASSIGNEE, its representatives or agents or its successors and assigns, any facts relating to the invention or inventions including evidence for interference purposes or for other legal proceedings whenever requested; to testify in any interference or other legal proceedings, whenever requested; to execute and deliver, on request, all lawful papers required to make any of the foregoing provisions effective; and to generally do everything possible to aid the ASSIGNEE, its successors or assigns and nominees to secure, obtain and enforce proper patent protection for the invention or inventions in this or any foreign country.

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The undersigned hereby authorizes the attorney(s) associated with Patent Office Customer Number 43520, to insert hereon any further information necessary or desirable for recordation of this document.

Inventors	Date Signed	Witness(es)
1)  Jorey Ramer	<u>1/27/06</u>	 MARK DUFFEY
2)  Adam Soroca	<u>1/27/06</u>	 MARK DUFFEY
3)  Dennis Doughty	<u>1/27/06</u>	 MARK DUFFEY

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PATENTS

Exhibit A

Serial No.	Attorney No.	Title	File Date
11/267,940	JMPT-0004-P01	MANAGING SPONSORED CONTENT FOR DELIVERY TO MOBILE COMMUNICATION FACILITIES	Nov 5, 2005
11/268,671	JMPT-0004-P02	MANAGING PAYMENT FOR SPONSORED CONTENT PRESENTED TO MOBILE COMMUNICATION FACILITIES	Nov 5, 2005
11/271,164	JMPT-0004-P03	MANAGING SPONSORED CONTENT BASED ON DEVICE CHARACTERISTICS	Nov 11, 2005
11/274,933	JMPT-0004-P04	PRESENTATION OF SPONSORED CONTENT ON MOBILE COMMUNICATION FACILITIES	Nov 14, 2005
11/274,905	JMPT-0004-P05	MANAGING SPONSORED CONTENT BASED ON GEOGRAPHIC REGION	Nov 14, 2005
11/274,884	JMPT-0004-P06	MANAGING SPONSORED CONTENT BASED ON TRANSACTION HISTORY	Nov 14, 2005
11/282,120	JMPT-0004-P07	MANAGING SPONSORED CONTENT BASED ON USAGE HISTORY	Nov 16, 2005
11/281,902	JMPT-0004-P08	MANAGING SPONSORED CONTENT BASED ON USER CHARACTERISTICS	Nov 16, 2005