

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Marian Croak</td><td>02/07/2006</td></tr><tr><td>Hossein Eslambolchi</td><td>02/23/2006</td></tr></tbody></table>		Name	Execution Date	Marian Croak	02/07/2006	Hossein Eslambolchi	02/23/2006
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Marian Croak	02/07/2006						
Hossein Eslambolchi	02/23/2006						
RECEIVING PARTY DATA							
Name:	AT&T Corp.						
Street Address:	32 Avenue of the Americas						
City:	New York						
State/Country:	NEW YORK						
Postal Code:	10013-2412						
PROPERTY NUMBERS Total: 1							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11211242</td></tr></tbody></table>		Property Type	Number	Application Number:	11211242		
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Application Number:	11211242						
CORRESPONDENCE DATA							
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ATTORNEY DOCKET NUMBER:	ATT/2005-0001						
NAME OF SUBMITTER:	Kin-Wah Tong, Esq.						
Total Attachments: 3 source=ATT_20050001 Assignment#page1.tif source=ATT_20050001 Assignment#page2.tif							

CH 11211242 \$40.00

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PATENT
REEL: 017350 FRAME: 0238

ASSIGNMENT AND AGREEMENT

For value received, we, Marian Croak, of Fair Haven in the County of Monmouth and State of New Jersey, and Hossein Eslambolchi, of Los Altos Hills in the County of Santa Clara and State of California, hereby sell, assign and transfer to AT&T Corp., a corporation of the State of New York, having an office at 32 Avenue of the Americas, New York, New York 10013-2412, U.S.A., and its successors, assigns and legal representatives, the entire right, title and interest, for the United States of America, in and to certain inventions related to **METHOD AND APPARATUS FOR ENABLING A RETAILER TO SEND A PROMOTIONAL ANNOUNCEMENT TO CUSTOMERS** described in an application for Letters Patent of the United States, filed on August 25, 2005 under serial number 11/211,242 and all the rights and privileges in said application and under any and all Letters Patent that may be granted in the United States for said inventions; and we also concurrently hereby sell, assign and transfer to AT&T Corp. the entire right, title and interest in and to said inventions for all countries foreign to the United States, including all rights of priority arising from the application aforesaid, and all the rights and privileges under any and all forms of protection, including Letters Patent, that may be granted in said countries foreign to the United States for said inventions.

We authorize AT&T Corp. to make application for such protection in its own name and maintain such protection in any and all countries foreign to the United States, and to invoke and claim for any application for patent or other form of protection for said inventions, without further authorization from us, any and all benefits, including the right of priority provided by any and all treaties, conventions, or agreements.

We hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country in proof of the right of AT&T Corp. to apply for patent or other form of protection for said inventions and to claim the aforesaid benefit of the right of priority.

We request that any and all patents for said inventions be issued to AT&T Corp. in the United States and in all countries foreign to the United States, or to such nominees as AT&T Corp. may designate.

We agree that, when requested, we shall, without charge to AT&T Corp. but at its expense, sign all papers, and do all acts which may be necessary, desirable or convenient in connection with said applications, patents, or other forms of protection.

Date: 2/07/06

Marian Croak
MARIAN CROAK

County of MONMOUTH)
State of NEW JERSEY)

On this 7th day of February, 2006, before me personally came MARIAN CROAK, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Marilyn Landin
Notary Public
MARILYN LANDIN
MY COMMISSION EXPIRES
12/13/2006

Date: February 23, 2006

Hossein-Eslambolchi
HOSSEIN ESLAMBOLCHI

County of SAN FRANCISCO)
State of CALIFORNIA)

On this 23rd day of February, 2006, before me personally came HOSSEIN ESLAMBOLCHI, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Carol Mao

Notary Public

