

02-16-2006



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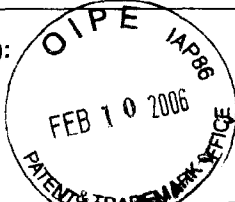
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To the Director of the U.S. Patents and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Scott W. Lynn

2/10/06



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

2. Name and address of receiving party(ies)

Name: Adknowledge Inc.

Internal Address: 4600 Madison Avenue

10th Floor

Street Address: 4600 Madison Avenue

10th Floor

City: Kansas City

State: Missouri

Country: United States Zip: 64112

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

3. Nature of conveyance:

Execution Date(s) February 2, 2006

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

4. Application number(s) or patent number(s):

A. Patent Application No.(s)

11/294,188

☐ This document is being filed together with a new application.

B. Patent No.(s)

02/17/2006 DBYRNE 00000011 120600 11294188

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Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning this document should be mailed:

Name: Jerome R. Smith, Jr.

Internal Address: Lathrop & Gage LC

2345 Grand Boulevard, Suite 2400

Street Address: Lathrop & Gage LC

2345 Grand Boulevard, Suite 2400

City: Kansas City

State: Missouri Zip: 64108

Phone Number : (816) 460-5306

Fax Number: (816) 292-2001

Email Address: jsmith@lathropgage.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40

- ☒ Authorized to be charged by credit card
☐ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 12-0600

Authorized User Name Jerome R. Smith

9. Signature :

Signature

February 10, 2006

Date

Jerome R. Smith, Jr.

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

3

Name of Person Signing

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

PATENT
REEL: 017548 FRAME: 0401

ASSIGNMENT

WHEREAS, I, Scott W. Lynn of 6010 Ward Parkway, Kansas City, Missouri 64113; a citizen of United States, have invented a new and useful improvement in Method And System For Generating And Distributing Electronic Communications For Maximum Revenue

U.S. Patent Application Serial No.: 11/294,188, Filed December 5, 2005
and

U.S. Patent Application Serial No.: 60/633,483, Filed December 4, 2004
for which I have made application for Letters Patent of the United States; and

WHEREAS, Adknowledge Inc., organized under the laws of the Delaware and having its principal place of business at 4600 Madison Avenue, 10th Floor, Kansas City, Missouri 64112, is desirous of acquiring an interest in, to and under said invention, said application, and any and all Letters Patent which may be granted for or upon said invention in the United States of America and all countries foreign thereto.

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, I, Scott W. Lynn, have sold, assigned and transferred, and by these presents do sell, assign and transfer, unto said Adknowledge, Inc., the full and exclusive right, title and interest, throughout the world, in, to and under the following:

- (a) said invention as fully set forth and described in the specification prepared, and executed by us preparatory to obtaining Letters Patent of the United States therefor;
- (b) said application;
- (c) any and all refilings, divisions, continuations and continuations-in-part of said application;
- (d) any and all Letters Patent of the United States of America which may issue from said application, refilings, divisions, continuations and continuations-in-part;
- (e) any and all reissues and reexaminations of said Letters Patent of the United States of America;

(f) any and all applications for Letters Patent upon said invention which may hereafter be filed in any and all countries foreign to the United States of America;

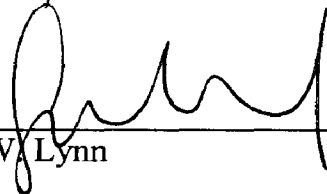
(g) any and all refilings, divisions and continuations of said foreign-filed applications;

(h) any and all Letters Patent of countries foreign to the United States of America which may issue from the said foreign-filed applications, refilings, divisions and continuations; and

(i) any and all extensions of, and additions to, said Letters Patent of countries foreign to the United States of America.


All of the above shall be held and enjoyed by said Adknowledge, Inc. for its own use and benefit, and for its successors, legal representatives and assigns, to the full end of the term for which said Letters Patent may be granted, and I hereby authorize and request the Commissioner of Patents and Trademarks to issue the said Letters Patent in accordance with this Assignment.

Signed this 2nd day of February, 2006

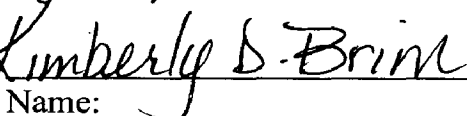


Scott W. Lynn

WITNESS:



Signature



Name:

2/9/06

Date