

06-19-2006

REC

SHEET

Docket No.: 3869.1001-001

To the Director of the U.S. Patent and Trademark Office: 103260031

documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Thomas A. Gerace /06/12/2006
Russell G. Barbour /06/12/2006
/
/
/

2. Name and address of receiving party(ies)

Name: Gather Inc.

Internal Address:

Street Address: 85 Devonshire St.

City: Boston

State: Massachusetts

Country: USA Zip: 02109

Additional name(s) & address(es) attached? [] Yes [x] No

Additional name(s) of conveying party(ies) attached? [] Yes [x] No

3. Nature of conveyance:

[X] Assignment [] Merger
[] Security Agreement [] Change of Name
[] Other

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

A. Patent Application No.(s)

[X] This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached? [] Yes [x] No

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

Name: Mary Lou Wakimura, Esq.

Internal Address:

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Email Address: marylou.wakimura@hbsr.com

6. Total number of applications and patents involved: [1]

7. Total Fee (37 CFR 1.21(h) & 3.41) \$ 40.00

[X] Enclosed with application filing fee

[] Authorization to charge deposit account number 08-0380

[] Previously submitted - Doc. ID No. []

[X] Authorized to charge any deficiencies or credit any overpayment to deposit account number 08-0380

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8.

Mary Lou Wakimura

Name of Person Signing

Mary Lou Wakimura
Signature

6/12/06
Date

Total number of pages including cover sheet, attachments, and documents: [4]

JointASSIGNMENT

WHEREAS, we, **Thomas A. Gerace and Russell G. Barbour**, have invented a certain improvement in **COMPUTER METHOD AND APPARATUS FOR TARGETING ADVERTISING** described in an application for Patent,

- ☒ the specification of which is about to be filed in the United States Patent Office *(use for utility (37 CFR § 1.53(b)) and design filings only)*;
- ☐ is about to be filed in the United States Patent Office as a Provisional Application;
- ☐ the specification of which is United States Application No. [], filed [];
- ☐ the specification of which is a Patent Cooperation Treaty Application, International Application No. [], filed [], which designates the United States of America [and assigned United States Application No. []];
- ☐ which was patented under United States Patent No. [].

WHEREAS, **Gather Inc.** (hereinafter "ASSIGNEE"), a corporation organized and existing under the laws of the **State of Delaware**, and having a usual place of business at **85 Devonshire St., 3rd Floor, Boston, Massachusetts 02109** desires to acquire an interest therein in accordance with agreements duly entered into with us;

NOW, THEREFORE, to all whom it may concern be it known that for and in consideration of said agreements and of other good and valuable consideration, the receipt of which is hereby acknowledged, we have sold, assigned and transferred and by these presents do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, the entire right, title and interest in and throughout the United States of America, its territories and all foreign countries, in and to said invention as described in said application, together with the entire right, title and interest in and to said application and such Letters Patent as may issue on said invention; said invention, application and Letters Patent to be held and enjoyed by said ASSIGNEE for its own use and behalf and for its successors, assigns and legal representatives, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held by us had this assignment and sale not been made; we hereby convey all rights arising under or pursuant to any and all international agreements, treaties or laws relating to the protection of industrial property by filing any such applications for Letters Patent. We hereby acknowledge that this assignment, being of the entire right, title and interest in and to said invention, carries with it the right in ASSIGNEE to apply for and obtain from competent authorities in all countries of the world any and all Letters Patent by attorneys and agents of ASSIGNEE's selection and the right to procure the grant of all such Letters Patent to ASSIGNEE for its own name as assignee of the entire right, title and interest therein; I hereby expressly authorize the filing of an International Patent Application under the Patent Cooperation Treaty which corresponds to and claims the priority of the above-identified application;

AND, we hereby further agree for ourselves and our executors and administrators to execute upon request any other lawful documents and likewise to perform any other lawful acts

which may be deemed necessary to secure fully the aforesaid invention to said ASSIGNEE, its successors, assigns and legal representatives, but at its or their expense and charges, including the execution of applications for patents in foreign countries, and the execution of any future applications including substitution, reissue, divisional or continuation applications, and preliminary or other statements and the giving of testimony in any interference or other proceeding in which said invention or any application or patent directed thereto may be involved;

AND, we do hereby authorize and request each Patent Office and the Commissioner of Patents of the United States to issue such Letters Patent as shall be granted upon said invention to said ASSIGNEE, its successors, assigns, and legal representatives.

Inventor

Thomas A. Gerace

Date

6/12/06

Address 85 Devonshire Street, 3rd Floor

Boston, Massachusetts 02109

Witness Signature

Print Witness Name

Address

Susan Maffei

85 Devonshire Street, 3rd floor

Boston, MA 02109

Witness Signature

Print Witness Name

Address

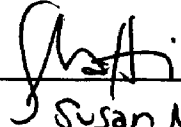
Jeremiah H. Potter

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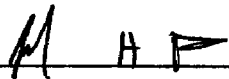
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Inventor  Date 6/12/06
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