

06-12-2006



PATENT
03946-P0020B RJB/SBS

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Applicants	Chris Dooley, <i>et al.</i>
Application No. - Pending	Filing Date: June 5, 2006
Title of Application:	Product Information And Advertising System
Examiner	



Mail Stop Assignment Recordation Services
Director, U.S. Patent and Trademark Office
Post Office Box 1450
Alexandria, VA 22313-1450

Patent Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

1. Name of conveying parties. Chris Dooley, Arthur A. Rotelli III, Robert S. Frichette, George N. Kringel, and Paul Nielsen.
2. Name and Address of Receiving Party. News America Marketing Properties, LLC; 303 E. Wacker Drive, Chicago, IL 060601.
3. Nature of Conveyance: Assignment. Execution Date: May 24, 2006
4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Richard J. Basile, Registration No. 40,501
Attorney for Applicants
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

5. Application Number: This document is being filed together with a new application, which is also filed herewith.
6. Total Number of Applications Involved: 1.

Express Mail No. EL 570 209 868 US

PATENT
REEL: 017978 FRAME: 0631

7. Total Fee (37 CFR 3.41). \$40.00 due. This amount has been added to the Application fee which is enclosed.
8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.
9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 8. To the best of my knowledge and belief, the foregoing information is true and correct and any copy submitted herewith is a true copy of the original document.

Respectfully submitted,

June 5, 2006

A handwritten signature in black ink, appearing to read 'R. Basile', is written over a horizontal line.

Richard J. Basile, Registration No. 40,501
Benjamin J. Lehberger, Registration No. 54,449
Attorneys for Applicants
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

Assignment

WHEREAS, We, the undersigned inventors, have made certain inventions or discoveries (collectively "Inventions") as set forth in a utility application for Letters Patent of the United States of America, entitled **Product Information and Advertising System**, which application is being filed herewith;

WHEREAS, News America Marketing Properties, LLC, a corporation organized and existing under the laws of the State of Delaware and having an office and place of business at 303 E. Wacker Drive, Chicago, Illinois 60601, and, together with its successors and assigns is hereinafter called "Assignee", and is desirous of acquiring the title, rights, benefits and privileges hereinafter recited;

NOW THEREFORE, for valuable consideration furnished by Assignee to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservation:

1. Assign, transfer and convey to Assignee the entire right, title and interest in and to said Inventions in said Utility Application, and any and all other applications for Letters Patent on said Inventions in any and all countries, including all utility, divisional, renewal, substitute, continuation and convention applications (collectively "Related Applications"), as well as subsequent provisional applications filed on other embodiments of the same subject matter based in whole or in part upon said Inventions or upon said Related Applications, and any and all Letters Patent, reissues and extensions of Letters Patent (collectively "Patents") granted for said Inventions or upon said Related Applications, and every priority right that is or may be predicated upon or arise from said Inventions, said Related Applications or said Patents;

2. Authorize Assignee to file patent applications in any or all countries on any or all of said Inventions in our names or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or otherwise;

3. Authorize and request the Commissioner of Patents of the United States of America and the empowered officials of all other governments to issue or transfer all said Patents to Assignee, as assignee of the entire right, title and interest therein or otherwise as Assignee may direct;

4. Warrant that we have not knowingly conveyed to a third party any right in said Inventions, Related Applications or Patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said Inventions; and that we have good right to assign the same to Assignee without encumbrance;

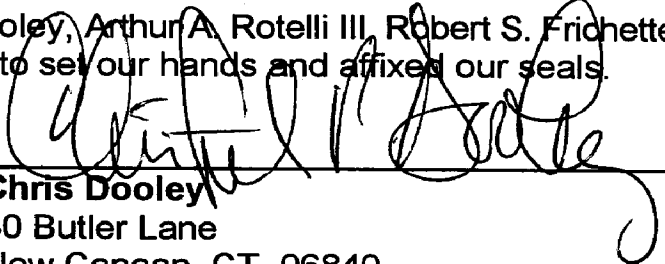
5. Bind our heirs, legal representatives and assigns, as well as ourselves, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to us or them, all acts reasonably serving to assure that said Inventions, said Related Applications and said Patents shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives and assigns if this assignment had not

been made; and particularly to execute and deliver to Assignee all lawful application documents, including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to us relating to said Inventions or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in our control or in the control of our heirs, legal representatives or assigns, which may be useful for establishing the facts of our conceptions, disclosures, and reduction to practice of said Inventions.

IN WITNESS WHEREOF, we, Chris Dooley, Arthur A. Rotelli III, Robert S. Frichette, George N. Kringel, and Paul Nielson, have hereunto set our hands and affixed our seals.

5/24/2006

Date

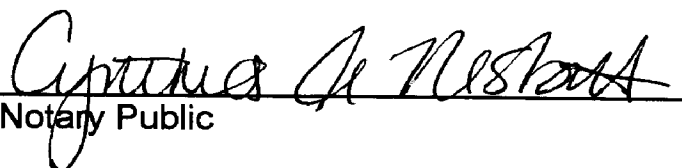

Chris Dooley
30 Butler Lane
New Canaan, CT 06840

STATE OF
COUNTY OF

: ss.

:

On this May 24, 2006, before me personally came **Chris Dooley**, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.


Notary Public

CYNTHIA A. NESBITT
NOTARY PUBLIC
State of Connecticut
My Commission Expires
January 31, 2011

May 24, 2006
Date




Arthur A. Rotelli III
1280 Merritt Street
Fairfield, CT 06825

STATE OF
COUNTY OF

: **ss.**
:

On this May 24, 2006, before me personally came **Arthur A. Rotelli III**, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.



Notary Public

CYNTHIA A. NESBITT
NOTARY PUBLIC
State of Connecticut
My Commission Expires
January 31, 2011

5/24/06
Date

Robert S. Frichette
Robert S. Frichette
137 Horse Tavern Road
Trumbull, CT 06611

STATE OF
COUNTY OF

: ss.
:

On this May 24, 2006, before me personally came **Robert S. Frichette**, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

Cynthia A. Nesbitt
Notary Public

CYNTHIA A. NESBITT
NOTARY PUBLIC
State of Connecticut
My Commission Expires
January 31, 2011

5/24/06
Date

George N. Kringel
George N. Kringel
923 South Pine Creek Road
Fairfield, CT 06824

STATE OF
COUNTY OF

: ss.
:

On this May 24, 2006, before me personally came **George N. Kringel**, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

Cynthia A. Nesbitt
Notary Public

CYNTHIA A. NESBITT
NOTARY PUBLIC
State of Connecticut
My Commission Expires
January 31, 2011

05/24/2006
Date

Paul S. Nielsen
Paul Nielsen
3 Stable Lane
Saratoga Springs, NY 12866

STATE OF : ss.
COUNTY OF :

On this June 1, 2006, before me personally came **Paul Nielsen**, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

Elizabeth L. Stasiak
Notary Public

ELIZABETH L. STASIAK
Notary Public, State of New York
Qual. in Schoharie Co. No. 01ST6091879
Commission Expires May 5, 20 07