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Patent and Trademark Office

To the Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Stephen Sherman
Douglas O'Neil

2. Name and address of receiving party(ies):

BellSouth Intellectual Property Corporation
824 Market Street, Suite 901
Wilmington, Delaware 19801112921 U.S. PTO
11/504912
081606Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ NoAdditional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other:

Execution Date: August 14 & 16, 2006

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

If this document is being filed together with a new application, the execution date of the application is: August 16, 2006

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Michael J. Baldauff, Jr., Esq.
Address: Hope Baldauff Hartman, LLC
P.O. Box 2825
Atlanta, Georgia 30301

6. Total number of applications and patents involved: One

7. Total fee (37 CFR 3.41): \$40.00

- ☒ Enclosed
☐ Authorized to be charged to deposit account

8. Please charge any additional fees or credit any overpayments to our Deposit account number 50-3634.

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9. Statement and signature:

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Michael J. Baldauff, Jr. - Reg. No. 57,998

Name of Person Signing

Signature

August 16, 2006

Date

Total number of pages including cover sheet, attachments, and document: 6

Mail documents to be recorded with required cover sheet information to:

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PATENT TRADEMARK OFFICE

08/18/2006 MBELETE1 00000008 11504912

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(40.00 DP)

PATENT
REEL: 018204 FRAME: 0647

ASSIGNMENT

WHEREAS, we, Stephen Sherman, residing at 520 Oak Bridge Trail, Alpharetta, Georgia 30022, USA, and Douglas O'Neil, residing at 876 Fox Hollow Parkway, Marietta, Georgia 30068, USA, are joint inventors of an invention entitled **METHODS AND COMPUTER-READABLE MEDIA FOR LOCATION-BASED TARGETED ADVERTISING** as described and claimed in the specification forming part of an application for United States letters patent executed herewith.

AND WHEREAS, BellSouth Intellectual Property Corporation, a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 824 Market Street, Suite 901, Wilmington, Delaware 19801 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the application, all divisions, continuations, or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the Assignee, its successors and assigns.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

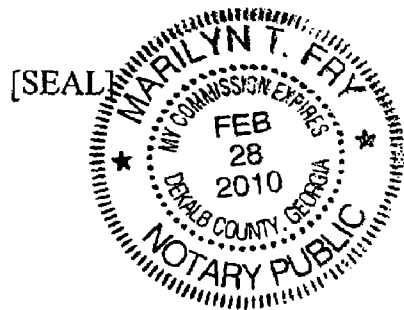
IN TESTIMONY WHEREOF, we have hereunto set our hands this 16 day of August, 2006.

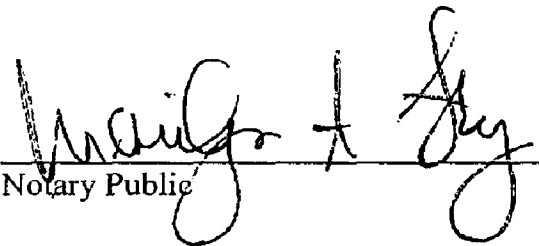


Stephen Sherman

STATE OF Georgia)
COUNTY OF DeKalb) ss.

On this 16 day of August, 2006, before me personally appeared Stephen Sherman to me known and known to me to be the person described in and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth.





Notary Public

IN TESTIMONY WHEREOF, I have hereunto set my hand this 14th day of August, 2006.


Douglas O'Neil

STATE OF Georgia)
) ss.
COUNTY OF DeKalb)

On this 14th day of August, 2006, before me personally appeared Douglas O'Neil to me known and known to me to be the person described in and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth.




Brenda L. Lomida
Notary Public

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