

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Dimitri Kanevsky</td><td>01/13/1999</td></tr><tr><td>Alexander Zlatsin</td><td>01/18/1999</td></tr></tbody></table>	Name	Execution Date	Dimitri Kanevsky	01/13/1999	Alexander Zlatsin	01/18/1999	
Name	Execution Date						
Dimitri Kanevsky	01/13/1999						
Alexander Zlatsin	01/18/1999						
RECEIVING PARTY DATA							
Name:	International Business Machines						
Street Address:	New Orchard Road						
City:	Armonk						
State/Country:	NEW YORK						
Postal Code:	10504						
PROPERTY NUMBERS Total: 1							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Patent Number:</td><td>6334109</td></tr></tbody></table>	Property Type	Number	Patent Number:	6334109			
Property Type	Number						
Patent Number:	6334109						
CORRESPONDENCE DATA							
Fax Number:	(914)945-3281						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	9149453243						
Email:	angelmal@us.ibm.com						
Correspondent Name:	International Business Machines						
Address Line 1:	Route 134/1101 Kitchawan Rd., Box 218						
Address Line 4:	Armonk, NEW YORK 10598						
ATTORNEY DOCKET NUMBER:	YOR919980374US1						
NAME OF SUBMITTER:	Daniel P. Morris						
Total Attachments: 3 source=YOR919980374US1 - PTO-1595#page1.tif source=YOR919980374US1 - Assignment#page1.tif source=YOR919980374US1 - Assignment#page2.tif							

CH \$40.00 6334109

PATENT

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REEL: 018296 FRAME: 0302

**RECORDATION FORM COVER SHEET
PATENTS ONLY**

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

1. Name of conveying party(ies)

Kanevsky, Dimitri;
Zlatsin, Alexander

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

3. Nature of conveyance/Execution Date(s):

Execution Date(s) January 13, 1999; January 18, 1999

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

2. Name and address of receiving party(ies)

Name: International Business Machines Corporation

Internal Address: _____

Street Address: New Orchard Road

City: Armonk

State: New York

Country: U.S. Zip: 10504

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

4. Application or patent number(s):

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

A. Patent Application No.(s)

B. Patent No.(s)

6,334,109 B1

Additional numbers attached? ☐ Yes ☒ No

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

Name: IBM Corporation

Internal Address: _____

Street Address: Intellectual Property Law Dept.

P.O. Box 218

City: Yorktown Heights

State: New York Zip: 10598

Phone Number: (914) 945-3217

Fax Number: (914) 945-3281

Email Address: dpmorris@us.ibm.com

6. Total number of applications and patents involved: _____

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)

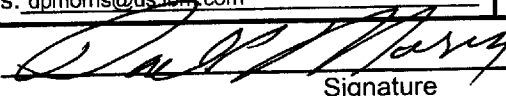
8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 50-0510

Authorized User Name Daniel P. Morris

9. Signature:


Signature

9-25-2006
Date

Dr. Daniel P. Morris, Esq.
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 2

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

(TWO INVENTORS)

Assignment

Whereas, we

INVENTOR
AND CITY(1) Dimitri Kanevsky
County of Westchesterof Ossining
and State of New YorkINVENTOR
AND CITY(2) Alexander Zlatsin
County of Westchesterof Yorktown Heights
and State of New York

have invented certain improvements in

TITLE

DISTRIBUTED PERSONALIZED ADVERTISEMENT SYSTEM AND METHOD

DATES THAT
INVENTORS
SIGNED THE
DECLARATIONand executed, respectively, a United States patent application therefor on (1) JANUARY 6, 1977 and (2) JANUARY 6, 1977

Whereas, INTERNATIONAL BUSINESS MACHINES CORPORATION, a corporation of New York, having a place of business at Armonk, New York 10504, (hereinafter called IBM), desires to acquire the entire right, title and interest in the said application and invention, and to any United States and foreign patents to be obtained therefor;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, we, the above named, hereby sell, assign, and transfer to IBM, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for the United States and foreign countries, and all rights of priority resulting from the filing of said United States application, and we request the Commissioner of Patents to issue any Letters Patent granted upon the inventions set forth in said applications to IBM, its successors and assigns; and we hereby agree that IBM may apply for foreign Letters Patent on said invention and we will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by IBM. Signed and sealed:

CITY AND
DATE(1) at YORKTOWN, N.Y.
on JANUARY 13, 1977

D Kanevsky SIGNATURE
(Dimitri Kanevsky) INVENTOR
FIRST NAME MIDDLE INITIAL LAST NAME

CITY AND
DATE(2) at YORKTOWN, N.Y.
on JANUARY 18, 1977

A. Zlatsin SIGNATURE
(Alexander Zlatsin) INVENTOR
FIRST NAME MIDDLE INITIAL LAST NAME

State of NEW YORK) ss.:
County of WESTCHESTER)

INVENTOR
(1)

On this 13th day of JANUARY 1999, before me personally came Dimitri Kanevsky to me personally known, and known to me to be the person described in and who executed the foregoing assignment, and he acknowledged to me that he executed the same as his free act and deed.

Sandra M. Emma
Notary

State of New York) ss.:
County of Westchester)

SANDRA M. EMMA
Notary Public, State of New York
No. 01PO4935290
Qualified in Westchester County
Commission Expires July 5, 2000

INVENTOR
(2)

On this 18th day of January 1999, before me personally came Alexander Zlatsin to me personally known, and known to me to be the person described in and who executed the foregoing assignment, and he acknowledged to me that he executed the same as his free act and deed.

Sandra M. Emma
SANDRA M. EMMA
Notary Public, State of New York
No. 01PO4935290
Qualified in Westchester County
Commission Expires July 5, 2000

PATENT