

9.15.06



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To the Honorable Commissioner of Patents and Trademarks, Please receive the attached original documents or copy thereof.

1. Name of conveying party(ies):

Eric Lauper

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

2. Name and address of receiving party(ies)

Name: **Swisscom Mobile AG**
CH-3050 Bern, SWITZERLAND

Additional name(s) of receiving party(ies) attached? Yes No



3. Nature of Conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: **June 14, 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: **June 14, 2006**

A. Patent Application No.(s):

B. Patent No.(s):

Additional number(s) attached? Yes No

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

Name: **Thomas P. Schiller**

Street Address: **1801 East 9th Street**
Suite 1200

City: **Cleveland** State: **OH** Zip: **44114-3108**

6. Total number of applications and patents involved: **1**

7. Total Fee (37 C.F.R. §3.41)**\$40.00**
 Enclosed
 Authorized to be charged to Deposit Account for any uncovered fees

8. Deposit Account No.

16-0820, Order No. 41273
(Attach duplicate copy of this page if paying by deposit account)

09/2006 BABRAHA1 00000103 11522244
01 C:8021 (40.00 DP)

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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.

Thomas P. Schiller
Name of Person Signing

Thomas P. Schiller
Signature

September 15, 2006
Date

Total number of pages including cover sheet, attachments, and document: **3**

ASSIGNMENT

WHEREAS, new and useful improvements have been made by the undersigned in

Method for providing information on a product

and are the subject of a patent application prepared for filing in the United States Patent and Trademark Office, and executed by the undersigned on the dates indicated below, which application is further identified as Pearne & Gordon LLP Docket No. 41273.

WHEREAS, Swisscom Mobile AG, a corporation of Switzerland, having a place of business CH-3050 Bern, Switzerland, hereinafter referred to as "assignee", is desirous of acquiring all right, title, and interest throughout the world in, to, and under said improvements and inventions and patent rights therefor.

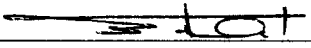
NOW, THEREFORE, be it known that, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, all right, title, and interest, in the United States and throughout the world, in, to and under said improvements and inventions and all patents, patent applications, patent rights, and inventor's certificates thereof, therefor, and therein, including without limitation said application for patent in the United States, all divisions and continuations thereof, all patents which may be granted thereon, all reissues and extensions thereof, all right to sue for past infringement thereunder, all patents which may be granted for said improvements and inventions by states or nations other than the United States, or by other authority, entity, or organization, and all applications therefor, have been and are hereby sold, assigned, transferred, and delivered unto assignee, its successors and assigns; and it is covenanted and agreed by the undersigned, and for executors, administrators, and legal representatives of the undersigned, that at assignee's request any and all applications, affidavits, assignments, and other instruments will be made, executed, and delivered as may be necessary, or desirable to secure for or vest in assignee, its successors or assigns, any improvement, inventions, right, title, interest, application, patent, patent right or other right or property covered by this assignment, and the United States Commissioner of Patents and Trademarks is hereby requested and authorized to issue any and all United States patents granted on any of said applications to assignee as owner of the entire right, title, and interest in, to, and under the same, and appropriately empowered officials of foreign countries are hereby authorized to issue any letters patent granted on any of said applications to assignee as owner of the entire right, title and interest in, to, and under the same.

The undersigned hereby grants the firm of Pearne & Gordon LLP the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

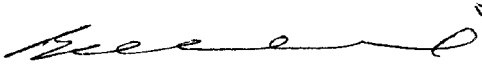
PATENT**REEL: 018316 FRAME: 0205**

IN WITNESS WHEREOF, this assignment has been executed below by the undersigned:

Inventor Name: Eric Lauper

Signature: 

Date: 14.06.2006

Witness: 

Witness: V. B. M.