

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Gedi Systems, Inc.	10/12/2006
RECEIVING PARTY DATA	
Name:	Your Choice Interactive, Inc.
Street Address:	442 E. 20th St.
Internal Address:	Suite ME
City:	New York City
State/Country:	NEW YORK
Postal Code:	10009
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	09584805
CORRESPONDENCE DATA	
Fax Number:	(202)318-7456
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	301-581-0081
Email:	Barnes@capitallegalgroup.com
Correspondent Name:	Melvin L. Barnes, Jr.
Address Line 1:	5323 Pooks Hill Rd.
Address Line 4:	Bethesda, MARYLAND 20814
ATTORNEY DOCKET NUMBER:	K41-002 US
NAME OF SUBMITTER:	Melvin L. Barnes, Jr.
Total Attachments: 2 source=Gedi-YCI-Assign-Exec#page1.tif source=Gedi-YCI-Assign-Exec#page2.tif	

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PATENT
REEL: 018386 FRAME: 0365

DOCKET NO.: K41-002 US**PATENT
(Pending Application;
Application No. Known)****ASSIGNMENT**

WHEREAS, **Gedi Systems, Inc.**, hereinafter referred to as the Assignor, residing at **442 E. 20th St., Suite ME, New York City, NY 10009**, a corporation of Delaware, is the owner of the entire, right, title, and interest of certain inventions or improvements for which have been made application for Letters Patent of the United States, identified as Application No. **09/584,805**, filed **May 31, 2000**, entitled **Interactive Television Advertising Method**; and

WHEREAS, **Your Choice Interactive, Inc.**, hereinafter referred to as the Assignee, of **442 E. 20th St., Suite ME, New York City, NY 10009**, a corporation of New York is desirous of acquiring the entire right, title and interest in and to the said inventions or improvements and in and to the said application, and in, to and under any and all Letters Patents which may be granted on or as a result thereof in any and all countries:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, Assignor has sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, to said Assignee, the entire right, title and interest in and to said inventions or improvements and said application and any and all continuations, divisions and renewals of and substitutes for said application, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in the United States and any and all other countries, and any re-issue or re-issues or extension or extensions of said Letters Patent, including the full right to sue for and collect damages for past violations of provisional rights having arisen from any publication of said application or any continuations, divisions, or renewals of or substitutes for said application. Assignor further assigns to and authorizes said Assignee to file applications for Letters Patent in all countries, the same to be held and enjoyed by said Assignee, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment, sale and transfer not been made.

AND Assignor hereby covenants that Assignor has full right to convey the entire interest herein assigned, and that Assignor has not executed and will not execute any agreement in conflict herewith, and Assignor further covenants and agrees that Assignor will, each time request is made and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said inventions or improvements, said application and said Letters Patent to said Assignee, its successors, assigns, nominees or legal representatives, and Assignor agrees to communicate to said Assignee, or to its nominee all known facts respecting said inventions or improvements, said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisional, continuing, reissue and foreign applications, to make all rightful oaths, and generally to do everything possible to aid said Assignee, its successors, assigns, nominees and legal

DOCKET NO.: K41-002 US**PATENT
(Pending Application;
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representatives to obtain and enforce for its or their own benefit proper patent protection for said inventions or improvements in any and all countries.

AND Assignor hereby authorizes and request the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents of applications as aforesaid, to issue to said Assignee, as assignee of the entire right, title and interest, any and all Letters Patent for said inventions or improvements, including any and all Letters Patent of the United States which may be issued and granted on or as a result of the application aforesaid, in accordance with the terms of this assignment.

This agreement shall be governed by and construed in accordance with the laws of the State of New York, notwithstanding the conflicts of law principles of any jurisdiction to the contrary.

IN WITNESS WHEREOF, I, a duly authorized representative of Assignor, have hereunto set my hand and seal.

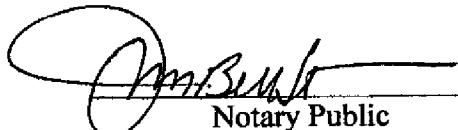
10/12/06
Date


Peter M. Redling
Managing Director and CEO
Gedi Systems, Inc.

(L.S.)

STATE OF North Carolina :
COUNTY OF Guilford : SS

On this 12 day of October, year of 2006, before me personally came the above named Peter M. Redling to me personally known and known to me to be the same individual who executed the foregoing assignment, and who acknowledged to me that execution of the same was of that person's own free will for the use and purposes therein set forth.


Notary Public

