

Docket No.: 09EG-119302

FORM PTO-1585 (Modified)
(Rev. 03-01)
OMB No. 0651-0027 (exp. 6/31/2002)
POBA/REV04

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Patent and Trademark Office

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1. Name of conveying party(ies):
Bradley John Perry
Nancy Ann Perry
Daniel Carl Marriott

Additional names(s) of conveying party(ies) Yes No

2. Name and address of receiving party(ies):
Name: **Pronto, Inc.**
Address: **515 West 20th Street, 6th Floor**

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: **8/16/06; 8/15/06**

City: **New York** State/Prov.: **New York**
Country: **USA** ZIP: **10011**

Additional name(s) & address(es) Yes No

4. Application number(s) or patent numbers(s):
If this document is being filed together with a new application, the execution date of the application is: _____

Patent Application No.	Filing date	B. Patent No.(s)
11/234/026	September 23, 2005	

Additional numbers Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: **Jonathan Hangartner**
Registration No. **55,244**
Address: **333 South Hope Street, 48th Floor**

City: **Los Angeles** State/Prov.: **California**
Country: **USA** ZIP: **90071**

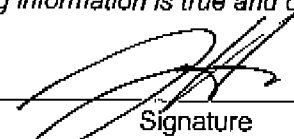
6. Total number of applications and patents involved: **1**

7. Total fee (37 CFR 3.41):.....\$ **40.00**
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 Authorized to be charged to deposit account

8. Deposit account number:
19-1853
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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.

Jonathan Hangartner  **September 27, 2006**
Name of Person Signing Signature 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

REEL: 018464 FRAME: 0240

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ASSIGNMENT

WHEREAS, Bradley John Perry, of Boulder, Colorado, Nancy Ann Perry, of Boulder, Colorado, and Daniel Carl Marriott, of New York, New York, Assignors, have invented a new and useful METHOD AND SYSTEM FOR IDENTIFYING TARGETED DATA ON A WEB PAGE, for which an application for United States Letters Patent was filed on September 23, 2005, under Serial No. 11/234,026; and

WHEREAS, Assignors believe themselves to be the original, first and joint inventors of the invention disclosed and claimed in the application for Letters Patent; and

WHEREAS, Pronto, Inc., a Delaware corporation, having a place of business at 515 West 20th Street, 6th Floor, New York, New York 10011, Assignee, desires to acquire by formal, recordable assignment the entire right, title and interest in and to the invention, the application, and any Letters Patent that might be granted for the invention in the United States and throughout the world;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign and transfer to Assignee, the entire right, title and interest in and to the invention, the application, and any Letters Patent that might be granted for the invention in the United States and throughout the world, including the right to file foreign applications directly in the name of Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties or otherwise.

Further, Assignors agree that, upon request and without further compensation, but at no expense to Assignors, they and their legal representatives and assigns will perform all lawful acts, including the execution of papers and the giving of testimony, that might be

necessary or desirable for obtaining, sustaining, reissuing or enforcing Letters Patent in the United States and throughout the world for the invention, and for perfecting, recording or maintaining the title of Assignee, its successors and assigns, to the invention, the application, and any Letters Patent granted for the invention in the United States and throughout the world.

Assignors represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted by this Assignment.

Assignors authorize and request the Commissioner of Patents and Trademarks of the United States and of all foreign countries to issue any Letters Patent granted for the invention, whether on the application or on any subsequently filed division, continuation, continuation-in-part or reissue application, to Assignee, its successors and assigns, as the assignee of the entire interest in the invention.

IN WITNESS WHEREOF, Assignors have executed this Assignment.

Assignors

Date: 8/16/2006

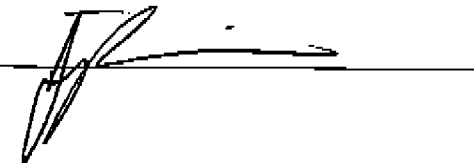


Bradley John Perry

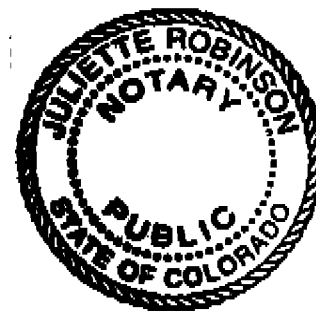
STATE OF Colorado)
)
COUNTY OF Boulder)

On August 16, 2006, before me, Juliette Robinson, a Notary Public, personally appeared Bradley John Perry, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/~~she~~/~~they~~ executed the same in his/~~her~~/~~their~~ authorized capacity(ies), and that by his/~~her~~/~~their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature 

My Commission Expires
09/06/2009



Date: 08/16/06

Nancy Ann Perry
Nancy Ann Perry

STATE OF Colorado)
COUNTY OF Boulder)

On August 16, 2006, before me, Juliette Robinson, a Notary Public, personally appeared Nancy Ann Perry, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

My Commission Expires
09/06/2009



Signature [Signature]

Date: 8/15/06

[Signature]
Daniel Carl Marriott

STATE OF New York)
COUNTY OF New York)

On 8/15/06, before me, Tanya M. Stallard, a Notary Public, personally appeared Daniel Carl Marriott, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature [Signature]

09/06/06
AET/EG