

Form PTO-1595 (Rev. 08/05)  
OMB No. 0851-0027 (exp. 6/30/2008)

Attorney's Docket No. TYGA-1039125  
U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

## 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)

**Ty William Gabriel**

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

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

Name: **DOUBLEDIP LLC**

Internal Address: **Suite 101**

Street Address: **3101 Scott Street**

City: **San Francisco**

State: **CA**

Country: **U.S.A.** Zip: **94123**

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

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

Execution Date(s) **November 2, 2006**

☒ Assignment

☐ Merger

☐ Security Agreement

☐ Change of Name

☐ Joint Research Agreement

☐ Government Interest Assignment

☐ Executive Order 9424, Confirmatory License

☐ Other

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

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

A. Patent Application No.(s)

**11/447,414**

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ NO

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

Name: **David R. Heckadon, Esq.**

Internal Address: **Embarcadero Center West**

**Suite 2000**

Street Address: **275 Battery Street**

City: **San Francisco**

State: **CA** Zip: **94111**

Phone Number: **(415) 875-3266**

Fax Number: **(415) 986-8054**

Email Address: **dheckadon@gordonrees.com**

### 6. Total number of applications and patents involved: **One (1)**

### 7. Total fee (37 CFR 1.21(h) & 3.41) **\$ 40.00**

☐ 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 **50-1990**

Authorized User Name **David R. Heckadon**

### 9. Signature:

*David Heckadon*  
Signature

**November, 2, 2006**

Date

**David R. Heckadon, Reg. 50,184**

Name of Person Signing

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

**5**

## ASSIGNMENT

THIS ASSIGNMENT, by TY WILLIAM GABRIEL, (hereinafter referred to as the assignor), residing at 3101 Scott St #101, San Francisco, California 94123, witnesseth:

WHEREAS, said assignor has invented certain new and useful improvements for **SYSTEM OF CUSTOMIZING AND PRESENTING INTERNET CONTENT TO ASSOCIATE ADVERTISING THEREWITH**, set forth in an application for Letters Patent of the United States bearing Serial No. 11/447,414 and filed on June 6, 2006; and

WHEREAS, DOUBLEDIP LLC, a Limited Liability Company duly organized under and pursuant to the laws of California and having its principal place of business at 3101 Scott Street, Suite 101, San Francisco, California, 94123 (hereinafter referred to as the assignee) is desirous of acquiring the entire right, title and interest in and to said inventions and said application for Letters Patent of the United States, and in and to any Letters Patent or Patents, United States or foreign, to be obtained therefor and thereon:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said assignor has sold, assigned, transferred and set over, and by these presents does sell, assign, transfer and set over, unto said assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions, application for Letters Patent, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefore and thereon, and in and to any and all divisions, continuations and continuations-in-part of said application, or reissues or extensions of said Letters Patent or Patents, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by said assignee, for its own use and the use of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by the assignor, had this sale and assignment not been made.

AND for the same consideration, said assignor hereby covenants and agrees to and with said assignee its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, said assignor is the sole and lawful owner of the entire right, title and interest in and to said inventions and the application for Letters Patent above-mentioned, and that the same are unencumbered and that said assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth.

AND for the same consideration, said assignor hereby covenants and agrees to and with said assignee, its successors, legal representatives and assigns, that said assignor will, whenever counsel of said assignee, or the counsel of its successor, legal representatives and assigns, shall advise that any proceeding in connection with said inventions, or said application for Letters Patent, or any proceeding in connection with Letters Patent for said inventions in any country, including interference proceedings, is lawful and desirable, or that any division, continuation or continuation-in-part of any application for Letters Patent or any reissue or extension of any

Letters Patent, to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of Letters Patent for said inventions, without charge to said assignee, its successors, legal representatives and assigns, but at the cost and expense of said assignee, its successors, legal representatives and assigns.

AND said assignor hereby requests the Commissioner of Patents to issue said Letters Patent of the United States to said assignee as the assignee of said inventions and the Letters Patent to be issued thereon for the sole use of said assignee, its successors, legal representatives and assigns.

11/02/06  
Date

Ty Gabriel  
Assignor: Ty William Gabriel

**FACSIMILE TRANSMISSION****GORDON & REES LLP**

DAVID R. HECKADON  
DHECKADON@GORDONREES.COM  
DIRECT DIAL: (415) 875-3266

ATTORNEYS AT LAW  
EMBARCADERO CENTER WEST  
275 BATTERY STREET, SUITE 2000  
SAN FRANCISCO, CA 94111  
PHONE: (415) 986-5900  
FAX: (415) 986-8054  
WWW.GORDONREES.COM

**DATE:** November 2, 2006

**To:**

NAME	COMPANY	FAX NO.	PHONE NO.
Mail Stop Assignment Recordation Services, Director	United States Patent and Trademark Office	(571) 273-0140	

**FROM:** David T. Heckadon/Wanda Alleje

SENDER INFORMATION (NAME / USER ID / EXTENSION): WANDA ALLEJE/2413/3348

FILE NO.: TYGA-1032195

NUMBER OF PAGES, INCLUDING COVER: 6

IF YOU DO NOT RECEIVE ALL OF THE PAGES, PLEASE PHONE (415) 677-9673 AS SOON AS POSSIBLE.

**MESSAGE:**

Re: United States Patent Application No. 11/447,414

For: **SYSTEM OF CUSTOMIZING AND PRESENTING INTERNET CONTENT TO  
ASSOCIATE ADVERTISING THEREWITH**

Filed: June 6, 2006

Our Ref.: TYGA-1032195

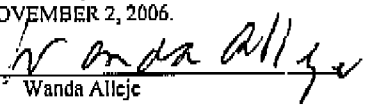
Papers Attached:

PTO-1595 Recordation Form Cover Sheet (1p, in duplicate); and  
Assignment, signed by inventor (2 pp).

**PLEASE ACKNOWLEDGE RECEIPT OF THIS FACSIMILE BY RETURN  
FACSIMILE.**

Thank you.

I HEREBY CERTIFY THAT THIS PAPER IS BEING FACSIMILE TRANSMITTED TO: MAIL STOP ASSIGNMENT RECORDATION SERVICES, DIRECTOR, UNITED STATES PATENT AND TRADEMARK OFFICE AT FAX NUMBER (571) 273-0140 ON NOVEMBER 2, 2006.

  
Wanda Alleje

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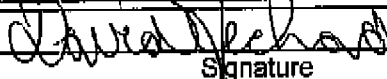
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Signature

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