

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>Anand Subramanian</td><td>11/20/2006</td></tr><tr><td>Shanthini Sarkar</td><td>11/20/2006</td></tr><tr><td>Jeremy Sterns</td><td>11/20/2006</td></tr></tbody></table>		Name	Execution Date	Anand Subramanian	11/20/2006	Shanthini Sarkar	11/20/2006	Jeremy Sterns	11/20/2006
Name	Execution Date								
Anand Subramanian	11/20/2006								
Shanthini Sarkar	11/20/2006								
Jeremy Sterns	11/20/2006								
RECEIVING PARTY DATA									
Name:	ContextWeb, Inc.								
Street Address:	22 Cortlandt Street, 9th Floor								
City:	New York								
State/Country:	NEW YORK								
Postal Code:	10007								
PROPERTY NUMBERS Total: 1									
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11502751</td></tr></tbody></table>		Property Type	Number	Application Number:	11502751				
Property Type	Number								
Application Number:	11502751								
CORRESPONDENCE DATA									
Fax Number: (212)527-7701 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone: 212-527-7751									
Email: aclemena@darbylaw.com									
Correspondent Name: Richard J. Katz									
Address Line 1: 805 Third Avenue									
Address Line 2: 26th Floor									
Address Line 4: New York, NEW YORK 10022									
ATTORNEY DOCKET NUMBER:	03485/1203229-US1								
NAME OF SUBMITTER:	Richard J. Katz								
Total Attachments: 3 source=00921971#page1.tif									

OP \$40.00 11502751

500182541

PATENT
REEL: 018542 FRAME: 0284

Attorney Docket No.: 03485/1203229-US1

ASSIGNMENT

I, Anand Subramanian, a citizen of India, residing at 516 West 47th Street #52-B, New York, NY 10036; and

I, Shanthini Sarkar, a citizen of US, residing at 350 West 53rd Street #1-H, New York, NY 10019; and

I, Jeremy Sterns, a citizen of US, residing at 65 Nassau St., Apt. 10A, New York, NY 10038;

and each of us, if more than one person is identified above (hereinafter "ASSIGNOR") in consideration of the sum of Ten Dollars (\$10.00), or the equivalent thereof, and other good and valuable consideration, the sufficiency of which and receipt of which are hereby acknowledged, paid to ASSIGNOR by

ContextWeb, Inc.

a Corporation organized under the laws of Delaware, located at 22 Cortlandt Street, 9th Floor, New York, New York 10007 (hereinafter "ASSIGNEE"), do hereby sell and assign to said ASSIGNEE, its successors and assigns, the below indicated right, title, and interest, **throughout the world** in and to my Invention entitled:

**METHOD AND SYSTEM FOR PLACEMENT AND PRICING OF INTERNET-BASED
ADVERTISEMENTS OR SERVICES**

invented by me and described in Patent Application No. 11/502,751, filed on August 11, 2006, in the United States of America; and all patents, divisions, reissues, continuations and any extensions thereof and rights of priority therein, said interest being my entire ownership interest in the same, to be held and enjoyed by said ASSIGNEE, its successors, assigns, or other legal representatives, to the full end of the term thereof, as fully and entirely as the same would have been held and enjoyed by me if this assignment and sale had not been made;

And for the consideration aforesaid, I hereby covenant and agree to and with said ASSIGNEE, its successors and assigns, that whenever ASSIGNEE, its counsel or

Attorney Docket No.: 03485/1203229-US1

representative, or the counsel or representative of its successors or assigns, shall advise that an amendment to, or a division of, or any other proceeding or action in connection with an application concerning said Invention, including interference proceedings, is lawful and desirable, or that a reissue or continuation or extension of such application or patent issuing therefrom is lawful and desirable, I will sign all papers and drawings, take all rightful oaths and affidavits, and do all acts necessary or required to be done for the procurement of all lawful rights associated with the Invention, or for the reissue or continuation or extension of the same, will do all acts necessary or required to secure in said ASSIGNEE, its successors or assigns, the title to and full benefit of all rights hereby assigned, without charge to said ASSIGNEE or its successors or assigns, but at its or their expense; and I hereby appoint every present or future officer of said ASSIGNEE as my agent to sign all such papers and to do all such necessary acts on my behalf, to the fullest extent permitted by law;

And I hereby authorize and request the Commission of Patents and Trademarks and any other granting authority to issue any Letters Patent resulting from said Invention and application(s) concerning same to said ASSIGNEE.

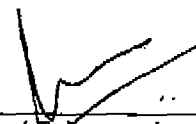
This assignment shall have an effective date corresponding to the last date of execution.

I declare under penalty of perjury under the laws of the United States of America, and under penalty of the laws of any other jurisdiction before which this document may be presented, that I have signed this document as my own free act and that all of the foregoing is true and correct.

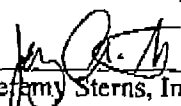
Dated: 11/20/2006

Dated: 11/20/2006

Dated: 11/20/2006


Anand Subramanian, Inventor


Shanthini Sarkar, Inventor


Jeremy Sterns, Inventor

Attorney Docket No.: 03485/1203229-US1

ACCEPTANCE BY ASSIGNEE

In connection with an assignment in any jurisdiction in which an acceptance by ASSIGNEE is required, I hereby accept this assignment on behalf of CONTEXTWEB. I declare under penalty of perjury under the laws of the United States of America, and under penalty of the laws of any other jurisdiction before which this document may be presented, that (check all that apply):

☒ I am an officer of the above-identified ASSIGNEE,

☐ I have signed this document on behalf of ASSIGNEE with the full authority of its board of directors,

and that all the foregoing is true and correct.


Dated:

11/20/2006

By:

Name:

Title:


Anand Subramaniam
CEO