


Form PTO-1595 (Rev. 07/05)		<b>RECORDATION FORM COVER SHEET PATENTS ONLY</b>		U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office	
OMB No. 0651-0027 (exp. 6/30/2008) U.S. DEPARTMENT OF COMMERCE		<b>Our File No. 165-18 US</b>			
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.					
<b>1. Name of conveying party(ies):</b>  <b>Daniel WILLIS Dhananjay GODSE Gordon FREEDMAN</b>  Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			<b>2. Name and address of receiving party(ies)</b>  Name: <b>Adscape Media Inc.</b>  Street Address: <b>600 Townsend Street Suite 242E</b>  City: <b>San Francisco</b>  Province: <b>California</b>  Postal Code: <b>94103</b>  Country: <b>U.S.A.</b>  Additional name(s) & address(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
<b>3. Nature of conveyance:</b>  <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other:  Execution Date: <b>November 15, 2006</b>					
<b>4. Application Number(s) or patent number(s):</b> <input type="checkbox"/> This document is being filed together with a new application.					
A. Patent Application No.(s): <b>11/300,376</b>			B. Patent No.(s):		
Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No					
<b>5. Name and address of party to whom correspondence concerning document should be mailed:</b>  Name: <b>Freedman &amp; Associates</b>  Street Address: <b>117 Centrepoinde Drive, Suite 350</b>  City: <b>Nepean</b> Province: <b>Ontario</b> Postal Code: <b>K2G 5X3</b> Country: <b>Canada</b>			<b>6. Total number of applications and patents involved: 1</b>  <b>7. Total fee (37 CFR 3.41) \$40.00</b>  <input checked="" type="checkbox"/> Authorized to be charged to deposit account  <b>8. Deposit account number:</b>  <b>50-1142</b>  (Attach duplicate copy of this page if paying by deposit account)		
<b>DO NOT USE THIS SPACE</b>					
<b>9. Statement and signature.</b> <i>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.</i>					
<b>Gordon Freedman, Reg. No. 41,553</b>  _____ (Name of Person Signing)		  _____ (Signature)		<b>November 16, 2006</b>  _____ (Date)	
Total number of pages including cover sheet, attachments, and documents: <b>4</b>					

Mail documents to be recorded with required cover sheet information to:  
 Commissioner of Patents & Trademarks, Box Assignments  
 Washington, D.C. 20231

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Our File No. 165-18

## **ASSIGNMENT OF INVENTION UNIVERSAL**

**WHEREAS, We**

**Daniel Willis**, whose full post office address is  
**67 Cherry Drive, Stittsville, Ontario, K2S 1J3, Canada**

**Dhananjay Godse**, whose full post office address is  
**21 Lismer Crescent, Kanata, Ontario, K2K 1A3, Canada**

**Gordon Freedman**, whose full post office address is  
**54 Cimarron Crescent, Nepean, Ontario K2G 6C9, Canada**

have invented certain improvements in and described in U.S. Patent Application No. **11/300,376**  
filed **December 15, 2005** entitled **Method and System for Displaying of Transparent Ads**, and;

**WHEREAS, Adscope Media Inc.** (hereinafter referred to as the assignee), whose full post office  
address is **600 Townsend Street, Suite 242E, San Francisco, California, U.S.A. 94103** is desirous of  
acquiring the entire right, title and interest in and to said invention or inventions and in and to any and all  
patents to be obtained therefor;

**NOW, THEREFORE**, in consideration of One Dollar (\$1.00) and other valuable consideration, the  
receipt of which is hereby acknowledged, we have and by these presents do hereby sell, assign and  
transfer unto said assignee, its successors and assigns, the entire right, title and interest in and to said  
invention or inventions, as described in the aforesaid application, in any form or embodiment thereof, and  
in and to the aforesaid application, and in and to any applications filed in any foreign country based  
thereon, including the right to file said foreign applications under the provisions of the International  
Convention; also the entire right, title and interest in and to any and all patents, reissues or extensions  
thereof to be obtained in this or any foreign country upon said invention or inventions, and any divisional,  
continuation, substitute application(s) or supplementary disclosure(s) which may be filed upon said  
invention or inventions, in any country; and we hereby authorize and request the issuing authority to issue  
any and all patents on said application or applications to said assignee.

**WE FURTHER AGREE** without any payment by said assignee other than expenses incurred by the  
undersigned, to communicate to said assignee, its representatives or agents, any facts relating to said  
invention or inventions, including evidence for interference purposes or for other proceedings, whenever  
requested; testify in any interference or other proceedings, whenever requested; and execute and deliver,  
on request, all lawful papers required to make any of the foregoing provisions effective, and likewise  
make these provisions binding upon our heirs, legal representatives, administrators and assigns.

Our File No. 165-18

**ASSIGNMENT OF INVENTION  
UNIVERSAL**

WITNESS:

Rebecca Ross  
Printed name of Witness

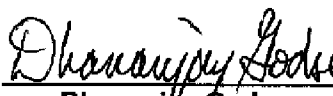
Rebecca Ross  
Signature of Witness

 Date: Nov 15/06  
Daniel Willis

WITNESS:

Rebecca Ross  
Printed name of Witness

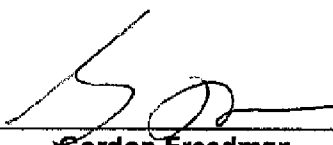
Rebecca Ross  
Signature of Witness

 Date: 15 Nov, 2006  
Dhananjay Godse

WITNESS:

Rebecca Ross  
Printed name of Witness

Rebecca Ross  
Signature of Witness

 Date: Nov 15, 2006  
Gordon Freedman