

**ASSIGNMENT RECORDATION COVER SHEET  
-PATENTS ONLY-**

To: Honorable Commissioner of Patents and Trademarks:

Please record the attached original document(s) or copy thereof.

1. Name of conveying party(ies)  
a) Gurvinder Singh
2. Name and address of receiving party(ies):  
a) Name: Amdocs Software Systems Limited  
Address: Regus House, Harcourt Centre  
Harcourt Road  
Dublin 2, Ireland
3. Nature of conveyance  

<input checked="" type="checkbox"/>	Assignment	<input type="checkbox"/>	Merger
<input type="checkbox"/>	Security Agreement	<input type="checkbox"/>	Change of Name
<input type="checkbox"/>	Other _____	<input type="checkbox"/>	License Agreement

Execution Date: 11/14/2006

4. Application Number(s) or Patent Number(s): **11/562,896**

The title of the (new) application is:

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR PRESENTING AN ADVERTISEMENT  
WITHIN CONTENT**

5. Please send all correspondence concerning this (these) documents to:

Zilka-Kotab, PC  
P.O. Box 721120  
San Jose, CA 95172-1120  
Tel. No.: (408) 971-2573

6. Total number of applications and patents involved: 1

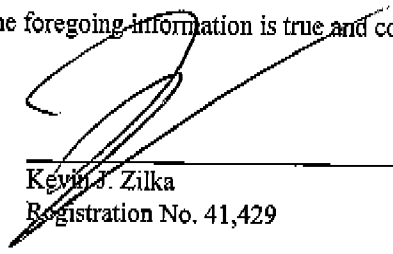
7. Total fee (37 CFR 3.41): \$40.00

- ☐ Enclosed  
☒ Authorized to be charged to Deposit Account No. 50-1351 (Order No.AMDCP067)

8. 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.

Date:

11/22/06

  
\_\_\_\_\_  
Kevin J. Zilka  
Registration No. 41,429

## ASSIGNMENT OF PATENT APPLICATION

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as set forth in the patent application entitled:

### SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR PRESENTING AN ADVERTISEMENT WITHIN CONTENT

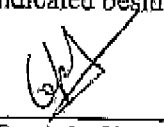
(Atty. Docket No.: AMDCP067/175) for which I (we) have executed an application for a United States Letters Patent.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we the undersigned inventor(s) hereby:

- 1) Sell(s), assign(s) and transfer(s) to Amdocs Software Systems Limited, a Dublin (IE) corporation having a place of business at Regus House, Harcourt Centre, Harcourt Road, Dublin 2, Ireland, (hereinafter referred to as "ASSIGNEE"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative and applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor(s), as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

1) Signature:  
Typed Name:

  
Gurvinder Singh

Date:

14 / Nov / 2006

# ZILKA-KOTAB

PC  
ZILKA, KOTAB & FEECE™

100 PARK CENTER PLAZA, SUITE 300  
SAN JOSE, CA 95113

TELEPHONE (408) 971-2573  
FAX (408) 971-4660

## FAX COVER SHEET

<b>Date:</b> November 22, 2006	<b>Phone Number</b>	<b>Fax Number</b>
<b>To:</b> Assignments-United States Patent and Trademark Office		(571) 273-0140
<b>From:</b> Kevin J. Zilka		

Docket No.: AMDCP067/175

App. No: 11/562,896

Total Number of Pages Being Transmitted, Including Cover Sheet: 04

### Message:

Attached is the Assignment Recordation Sheet and Assignment for the above identified application number. Please record the Assignment and return the Notice of Recordation to Zilka-Kotab, PC at facsimile number 408-971-4660.

Thank you,

Kevin J. Zilka

☐ Original to follow Via Regular Mail ☒ Original will Not be Sent ☐ Original will follow Via Overnight Courier

\*\*\*\*\*  
The information contained in this facsimile message is attorney privileged and confidential information intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copy of this communication is strictly prohibited. If you have received this communication in error, please immediately notify us by telephone (if long distance, please call collect) and return the original message to us at the above address via the U.S. Postal Service. Thank you.  
\*\*\*\*\*

IF YOU DO NOT RECEIVE ALL PAGES OR IF YOU ENCOUNTER  
ANY OTHER DIFFICULTY, PLEASE PHONE April  
AT (408) 971-2573 AT YOUR EARLIEST CONVENIENCE

November 22, 2006

PATENT  
REEL: 018551 FRAME: 0593

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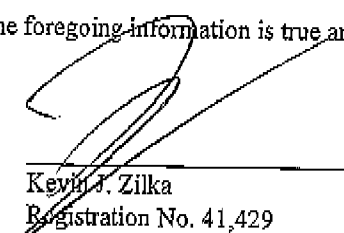
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