

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Phuc Ky Do</td> <td>11/28/2006</td> </tr> <tr> <td>Justin Monroe Pierce</td> <td>11/28/2006</td> </tr> </tbody> </table>		Name	Execution Date	Phuc Ky Do	11/28/2006	Justin Monroe Pierce	11/28/2006
Name	Execution Date						
Phuc Ky Do	11/28/2006						
Justin Monroe Pierce	11/28/2006						
RECEIVING PARTY DATA							
Name:	International Business Machines Corporation						
Street Address:	New Orchard Road						
City:	Armonk						
State/Country:	NEW YORK						
Postal Code:	10504						
PROPERTY NUMBERS Total: 1							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11565040</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11565040		
Property Type	Number						
Application Number:	11565040						
CORRESPONDENCE DATA							
Fax Number:	(972)385-7766						
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NAME OF SUBMITTER:	Hope C. Shimabuku						
Total Attachments: 1 source=11565040#page1.tif							

CH \$40.00 11565040

A S S I G N M E N T

Whereas, we,

(1) Phuc Ky Do
County of Wake

of Morrisville
and State of North Carolina

and

(2) Justin Monroe Pierce
County of Wake

of Cary
and State of North Carolina

have invented certain improvements in

Method and Apparatus for Varying the Amount of Advertising Content

and executed, respectively, a United States patent application therefore on (Dates Inventors Signed Declaration) (1) Phuc Ky Do 11/28, 2006, and (2) Justin Pierce 11/28, 2006.

Whereas, INTERNATIONAL BUSINESS MACHINES CORPORATION, a corporation of New York, having a place of business at Armonk, New York 10504, (hereinafter called IBM), desires to acquire the entire right, title and interest in the said application and invention, and to any United States and foreign patents to be obtained therefore;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, we, the above named, hereby sell, assign, and transfer to IBM, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for the United States and foreign countries, and all rights of priority resulting from the filing of said United States application, and we request the Commissioner of Patents to issue any Letters Patent granted upon the invention set forth in said application to IBM, its successors and assigns; and we hereby agree that IBM may apply for foreign Letters Patent on said invention and we will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by IBM.

(1) Signed at RTP on 11/28, 2006.

Phuc Ky Do
Phuc Ky Do

and (2) Signed at RTP, NC on 11/28/06, 2006.

Justin Monroe Pierce
Justin Monroe Pierce