

11-16-2006

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office



103337165

ET

U.S. PTO  
11/595099  
110906

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)**

- 1) John Neil Cobb
- 2) Yeow Loong Lee

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

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

Name: SBC KNOWLEDGE VENTURES, L.P.

Internal Address: \_\_\_\_\_

Street Address: 645 E. Plumb Lane

City: Reno

State: NV

Country: USA Zip: 89502

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

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

Execution Date(s) 1) 12/11/2003 2) 12/4/2003

- 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)

B. Patent No.(s)

This application is a continuation application of Serial No. 11/498,219, which is a divisional application of application Serial No. 10/635,419

Additional numbers attached?  Yes  No

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

Name: Jeffrey G. Toler

Internal Address: Toler Schaffer, LLP

Street Address: 5000 Plaza On The Lake, Suite 265

City: Austin

State: TX Zip: 78746

Phone Number: 512-327-5515

Fax Number: 512-306-8545

Email Address: \_\_\_\_\_

**6. Total number of applications and patents involved:** 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 50-2469

Authorized User Name Jeffrey G. Toler

**9. Signature:**

Jeffrey G. Toler  
Signature

11-8-2006  
Date

Jeffrey G. Toler, Reg. No.: 38,342

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: \_\_\_\_\_

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

11591699  
00000070 302469  
40.00 DA  
11/16/2006  
01 FEB021

## ASSIGNMENT

WHEREAS, John Neil Cobb, a citizen of the United States of America, residing at 2408 Cliffside, Plano, Texas 75023; and Yeow Loong Lee, a citizen of Malaysia, residing at 5560 Pershing Avenue, Apt. 504, St. Louis, Missouri 63112; hereinafter called the "Assignors", have made the invention described in the United States patent application entitled "Rhetorical Content Management System and Methods" Attorney Docket No. 1033-SS00390 (SBC SS00390) for a full description of which reference is here made to an application for Letters Patent of the United States filed on August 8, 2003 and assigned Application Serial No. 10/635,419;

WHEREAS, SBC KNOWLEDGE VENTURES, L.P., a partnership organized and existing under the laws of the State of Nevada, having a place of business at 645 E. Plumb Lane, Reno, Nevada 89502, hereinafter called the "Assignee", desires to acquire the entire right, title and interest for the United States of America and elsewhere throughout the world in and to said invention and the patent application identified above, including any and all divisions and continuations thereof and any and all Letters Patent which may be granted thereon, including any and all renewals, reissues and prolongations thereof.

NOW, THEREFORE in consideration of the sum of One Dollar (\$1.00) and other valuable and legally sufficient consideration, the receipt of which by the Assignors from the Assignee is hereby acknowledged, the Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefor in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term and terms for all such patents.

AND said Assignors hereby covenant and agree, for both the Assignors and the Assignors' legal representatives, that the Assignors will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignors will execute and deliver to the Assignee to carry out the terms of this Assignment. Assignors authorize attorney or agent to fill in the U.S. Application Serial No. above, if required.

AND said Assignors authorize and request the Commissioner of Patents to issue Letters Patent on said application, and on any all divisions and continuations thereof, to said Assignee, its assigns and legal representatives, in accordance with the terms of this Assignment.

Attorney Docket Number 1033-SS00390

IN TESTIMONY WHEREOF, this Assignment is executed by said Assignors, on the date(s) listed below.

Name of First Inventor: John Neil Cobb

Signature of First Inventor: *John Neil Cobb*

Date: December 11, 2003

Witnesses for First Inventor

First Witness: *Linda Greenwell* December 11, 2003  
Signature / Date

Linda Greenwell  
Full Name (printed)

Second Witness: *Keith Seibert* December 11, 2003  
Signature / Date

Keith Seibert  
Full Name (printed)

Name of Second Inventor: Yeow Loong Lee

Signature of Second Inventor: \_\_\_\_\_

Date: \_\_\_\_\_

Witnesses for Second Inventor

First Witness: \_\_\_\_\_  
Signature / Date

\_\_\_\_\_  
Full Name (printed)

Second Witness: \_\_\_\_\_  
Signature / Date

\_\_\_\_\_  
Full Name (printed)

## ASSIGNMENT

WHEREAS, John Neil Cobb, a citizen of the United States of America, residing at 4113 One Place Lane, Flower Mound, Texas 75028; and Yeow Loong Lee, a citizen of Malaysia, residing at 5580 Pershing Avenue, Apt. 504, St. Louis, Missouri 63112; hereinafter called the "Assignors", have made the invention described in the United States patent application entitled "Rhetorical Content Management System and Methods" Attorney Docket No. 1033-SS00390 (SBC SS00390) for a full description of which reference is here made to an application for Letters Patent of the United States filed on August 8, 2003 and assigned Application Serial No. 10/635,419;

WHEREAS, SBC KNOWLEDGE VENTURES, L.P., a partnership organized and existing under the laws of the State of Nevada, having a place of business at 645 E. Plumb Lane, Reno, Nevada 89502, hereinafter called the "Assignee", desires to acquire the entire right, title and interest for the United States of America and elsewhere throughout the world in and to said invention and the patent application identified above, including any and all divisions and continuations thereof and any and all Letters Patent which may be granted thereon, including any and all renewals, reissues and prolongations thereof.

NOW, THEREFORE in consideration of the sum of One Dollar (\$1.00) and other valuable and legally sufficient consideration, the receipt of which by the Assignors from the Assignee is hereby acknowledged, the Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefor in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term and terms for all such patents.

AND said Assignors hereby covenant and agree, for both the Assignors and the Assignors' legal representatives, that the Assignors will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignors will execute and deliver to the Assignee to carry out the terms of this Assignment. Assignors authorize attorney or agent to fill in the U.S. Application Serial No. above, if required.

AND said Assignors authorize and request the Commissioner of Patents to issue Letters Patent on said application, and on any all divisions and continuations thereof, to said Assignee, its assigns and legal representatives, in accordance with the terms of this Assignment.

Attorney Docket Number 1033-SS00390

IN TESTIMONY WHEREOF, this Assignment is executed by said Assignors, on the date(s) listed below.

Name of First Inventor: John Nell Cobb

Signature of First Inventor: \_\_\_\_\_

Date: \_\_\_\_\_

Witnesses for First Inventor

First Witness: \_\_\_\_\_  
Signature / Date

\_\_\_\_\_  
Full Name (printed)

Second Witness: \_\_\_\_\_  
Signature / Date

\_\_\_\_\_  
Full Name (printed)

Name of Second Inventor: Yeow Loong Lee

Signature of Second Inventor: 

Date: 12/04/2003

Witnesses for Second Inventor

First Witness:  12/04/03  
Signature / Date

Kathy Koerper  
Full Name (printed)

Second Witness:  12/04/03  
Signature / Date

ANDREW L. SURBER  
Full Name (printed)