

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Pelago, Inc.	12/14/2006
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Pelago, Inc.
<b>Street Address:</b>	5525 S Othello St
<b>City:</b>	SEATTLE
<b>State/Country:</b>	WASHINGTON
<b>Postal Code:</b>	98118
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	11404102
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	605458001US2
<b>NAME OF SUBMITTER:</b>	Maurice J. Pirio
<b>Total Attachments: 3</b> source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif	

OP \$40.00 11404102

**NUNC PRO TUNC ASSIGNMENT**

Pelago, Inc., a corporation organized under and pursuant to the laws of Washington, having its principal place of business at 5525 S Othello ST; Seattle, Washington 98118 (hereinafter referred to as "Assignor"), is the sole and exclusive owner, by assignment, of the Patent Application listed in Schedule A; and

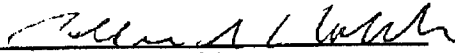
Pelago, Inc., a corporation organized under and pursuant to the laws of Delaware, having its principal place of business at 5525 S Othello ST, Seattle, Washington 98118 (hereinafter referred to as "Assignee"), is desires to acquire the right, title and interest in, to and under said Patent Application and the invention covered thereby;

*Effective October 27, 2006*, for valuable consideration, the receipt and sufficiency of which Assignor acknowledges, Assignor hereby sells, assigns, and transfers to Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to said applications for all original, divisional, continuation, continuation-in-part, substitute or reissue applications and patents applied for or granted therefore in the United States of America and all other countries on the attached list of *Schedule A*, and the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all patents on *Schedule A* to said assignee herein, as assignee of the entire interest therein; and the undersigned for itself and its legal representatives, heirs and assigns does hereby agree and covenant without further remuneration, to execute and deliver all divisional, continuation, continuation-in-part, reissue and other applications for Letters Patent and all assignments thereof to said assignee or its assigns, to communicate to said assignee or its representatives all facts known to the undersigned respecting said invention listed on *Schedule A* whenever requested, to testify in any interferences or other legal proceedings in which said application or patent may become involved, to sign all lawful papers, make all rightful oaths, and do generally everything necessary to aid assignee, its successors, assigns and nominees to obtain patent protection for said invention listed on *Schedule A* in the United States of America and all other countries, the expenses incident to said application listed on *Schedule A* to be borne and paid by said assignee.

**SCHEDULE A**

<b>Application Number</b>	<b>Filing Date</b>	<b>Inventor</b>	<b>Title</b>	<b>Ctry</b>
11/404,102	Apr 13, 2006	Darren Erik Vengroff, et al.	PAY-FOR-VISIT ADVERTISING BASED ON VISITS TO PHYSICAL LOCATIONS	US

12/14/06  
Date

  
Jeffrey Alan Holden  
President and Chief Executive  
Officer  
Pelago, Inc.

**Witness:**

12-17-06  
Date

