

**ASSIGNMENT RECORDATION FORM COVER SHEET** *Patents Only*

To: Commissioner for Patents:

Date: December 15, 2006  
Attorney Docket No. 9400-291

Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

- [1.] Kristina Jensen
- [2.] Steve Hoard
- [3.] Amy Windom

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

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

**BellSouth Intellectual Property Corporation**  
**824 Market Street, Suite 901**  
**Wilmington, DE 19801**

3. Nature of conveyance:

- ☒ Assignment
- ☐ Merger
- ☐ Security Agreement
- ☐ Change of Name
- ☐ Other

Execution Date: [1.]December 14, 2006; [2.]December 14, 2006; [3.]December 12, 2006;

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

4. Application Serial No. 11/540,361, filed September 29, 2006

If this document is being filed together with a new application, the execution date of the application is:

Additional numbers attached? Yes ☒ No

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

Julie H. Richardson  
Myers Bigel Sibley & Sajovec  
P. O. Box 37428  
Raleigh NC 27627

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

8. Deposit account number: 50-0220

DO NOT USE THIS SPACE

9. Statement and signature

*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.*

Julie H. Richardson Reg. No. 40,142

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments and document: 5**CERTIFICATION OF FACSIMILE TRANSMISSION  
UNDER 37 CFR 1.8**

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office via facsimile number 571-273-0140 on December 15, 2006.

Rosa Lee Brinson  
Rosa Lee Brinson

### ASSIGNMENT

THIS ASSIGNMENT, made by us, **Kristina Jensen**, a citizen of Denmark, residing at 108 Goldrush Circle, Atlanta, Georgia 30328; **Steve Hoard**, a citizen of the United States of America, residing at 1808 Shelburne Ridge, Marietta, Georgia 30068; and **Amy Windom**, a citizen of the United States of America, residing at 701 Glenwood Avenue, Atlanta, Georgia 30312;

WITNESSETH: That,

WHEREAS, we are the joint inventors of certain new and useful improvements in CONSUMER TARGETING METHODS, SYSTEMS, AND COMPUTER PROGRAM PRODUCTS USING MULTIFACTORIAL MARKETING MODELS for which U.S. Patent Application No. 11/540,361 was filed on September 29, 2006 in the United States Patent and Trademark Office; and

WHEREAS, **BellSouth Intellectual Property Corporation**, a Corporation of the State of Delaware, having a place of business at 824 Market Street, Suite 901, Wilmington, DE 19801, hereinafter referred to as assignee, is desirous of acquiring the entire right, title and interest in and to said invention as described in said application, and in and to any and all Letters Patent which shall be granted therefor in the United States of America and all foreign countries;

NOW, THEREFORE, To Whom It May Concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we have sold and by these presents do hereby sell, assign, transfer, and convey unto the said assignee, its successors and assigns, the entire right, title, and interest in and to the said invention and application, and in and to any and all continuations, continuations-in-part, or divisions thereof, and in and to any and all Letters Patent of the United States of America and all foreign countries or reissues or other forms of protection thereof which may be granted therefor or thereon, for the full end of the term for which said Letters Patent may be granted along with any term extensions thereon or therefor, together with the right to claim the priority of said application in all foreign countries in accordance with the International Convention, the same to be held and enjoyed by said assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by us if this assignment and sale had not been made.

We hereby request that said Letters Patent be issued in accordance with this assignment.

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We further covenant and agree that, at the time of the execution and delivery of these presents, we possess full title to the invention and application above-mentioned, and that we have the unencumbered right and authority to make this assignment.

We further covenant and agree to promptly communicate to said assignee or its representatives any facts known to us relating to said invention, to testify in any interference or legal proceedings involving said invention, to execute any additional papers which may be requested to confirm the right of the assignee, its representatives, successors, or assigns to secure patent or similar protection for the said invention in all countries and to vest in the assignee complete title to the said invention and Letters Patent, without further compensation, but at the expense of said assignee, its successors, assigns, and other legal representatives; and we hereby instruct, and further covenant and agree to bind our heirs, legal representatives, and assigns, to do same, without further compensation, but at the expense of said assignee or its representatives.

atives.

IN WITNESS WHEREOF, I have hereunto set my hand and seal on this 14<sup>th</sup> day of December, 2006.

 (SEAL)  
Kristina Jensen

STATE OF Georgia )  
COUNTY OF DeKalb ) ss:

Before me personally appeared the persons described in and who executed the foregoing instrument, and she acknowledged to me that she executed the same for the purposes therein

signed on this 14<sup>th</sup> day of December, 2006.



  
Notary Public

My Commission Expires: November 13, 2009

Attorney Docket 9400-291 (060164)

IN WITNESS WHEREOF, I have hereunto set my hand and seal on this 14 day of December, 2006.

Steve Hoard (SEAL)  
Steve Hoard

STATE OF Georgia )  
COUNTY OF Fulton ) ss:

Before me personally appeared the persons described in and who executed the foregoing instrument, and she acknowledged to me that she executed the same for the purposes therein stated, this 14 day of December, 2006.


James B. Bender  
Notary Public



My Commission Expires: 2/14/07

Attorney Docket 9400-291 (060164)

IN WITNESS WHEREOF, I have hereunto set my hand and seal on this 12<sup>th</sup> day of December 2006.

  
(SEAL)  
Amy Windom

STATE OF Georgia  
COUNTY OF Winnet ss:

Before me personally appeared the persons described in and who executed the foregoing instrument, and she acknowledged to me that she executed the same for the purposes therein stated, this 12<sup>th</sup> day of December, 2006.

  
Notary Public



Thomas G. Goleen  
Notary Public, Winnet County, Georgia  
My Commission Expires July 24, 2009

MYERS BIGEL SIBLEY & SAJOVEC, P.A.  
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**TELECOPIER TRANSMISSION  
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**Date:** December 15, 2006 **File Number:** 9400-291

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**To:** Assignment Recordation Services  
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**Company:** U.S. Patent and Trademark Office

**From:** Julie H. Richardson

**Number of Pages:** 6 **Return fax to:** Rosa Lee

If there is a problem with this transmission, please call (919) 854-1400. Our fax number is (919) 854-1401.

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