



1. The first group of respondents (Group 1) consisted of 10 individuals who were members of the same organization. They were selected based on their self-reported level of involvement in the organization's social media activities. The second group (Group 2) consisted of 10 individuals who were not members of the organization but were familiar with its social media activities. They were selected based on their self-reported level of familiarity with the organization's social media activities. The third group (Group 3) consisted of 10 individuals who were not members of the organization and were not familiar with its social media activities. They were selected based on their self-reported level of familiarity with the organization's social media activities.

DEPARTMENT OF COMMERCE  
U. S. Patent and Trademark Office

1-8-07

**PATENT**  
**REEL: 018776 FRAME: 0218**

**ASSIGNMENT DEED**

This Assignment agreement is applicable to an invention entitled

**Joint**

The PATENT RIGHTS referred to in this agreement are:

☐ a Patent Application for this invention, executed by the ASSIGNOR(s) concurrently with this Assignment

☒ U.S. Patent Application Serial No. 10/440,170 , filed May 19, 2003

☐ U.S. Patent No. \_\_\_\_\_, issued \_\_\_\_\_

The PATENT RIGHTS assigned under this agreement are U.S. patent rights only.

**The ASSIGNOR(s) referred to in this agreement is (or are):**

(Sole or first inventor) Mei- Yin YU

(Address) 3F, No. 50, Lane 1, Da Han Street, Shen Gang Hsiang, Taichung Hsien, Taiwan.

(Second joint inventor, if any) \_\_\_\_\_

(Address) \_\_\_\_\_

(Third joint inventor, if any) \_\_\_\_\_

(Address) \_\_\_\_\_

**The first ASSIGNEE referred to in this agreement is:**

(Name of Assignee) Steve HUANG

(Address of Assignee) 3F, No. 50, Lane 1, Da Han Street, Shen Gang Hsiang, Taichung Hsien, Taiwan

**The second ASSIGNEE referred to in this agreement is:**

(Name of Assignee) \_\_\_\_\_

(Address of Assignee) \_\_\_\_\_

**The third ASSIGNEE referred to in this agreement is:**

(Name of Assignee) \_\_\_\_\_

(Address of Assignee) \_\_\_\_\_

The First ASSIGNEE is ☒ an individual ; ☐ a partnership; ☐ a Corporation of \_\_\_\_\_

The Second ASSIGNEE is ☐ an individual ; ☐ a partnership; ☐ a Corporation of \_\_\_\_\_

The Third ASSIGNEE is ☐ an individual ; ☐ a partnership; ☐ a Corporation of \_\_\_\_\_

The ASSIGNORS, in consideration of one Dollar (\$1.00) paid by each ASSIGNEE, and other good and valuable consideration, receipt of which is acknowledged, have and do hereby assign the following to each ASSIGNEE; their successors and assigns:

the full and exclusive right to the invention;

an equal interest in and to the entire right, title and interest in and to the PATENT RIGHTS; and

the right to claim priority under U.S.C. 119, based on any earlier foreign application for this invention.

As to all U.S. Patent Applications assigned under this Agreement, the ASSIGNOR(s) hereby authorize(s) and requests the Commissioner of Patents and Trademarks to issue all Letters Patent to the ASSIGNEE(s) as the ASSIGNEE(s) of an equal interest in the entire right, title and interest, for the sole use and enjoyment of said ASSIGNEE(s), their successors and assigns.

Further, the ASSIGNOR(s) agree(s) to communicate to said ASSIGNEE(s) , or their representative, any facts known to the ASSIGNOR(s) respecting said invention, and testify in any legal proceedings sign all lawful papers, execute all divisional, continuation, substitute, renewal, reexamination and reissue applications, execute all necessary assignment papers to cause any and all Letters Patent to be issued to said ASSIGNEE(s), make all rightful oaths and generally do everything necessary or desirable to aid said ASSIGNEE(s), their successors and assigns, to obtain and enforce proper protection for said invention.

(1) (Signature of sole or first Inventor) Mei- Yin YU Date November 20, 2006

(2) (Signature of second inventor, if any) \_\_\_\_\_ Date \_\_\_\_\_

(3) (Signature of third inventor, if any) \_\_\_\_\_ Date \_\_\_\_\_

**PATENT**