

ATTORNEY DOCKET NO.: 037-0056

**RECORDATION FORM COVER SHEET  
PATENTS ONLY**

To the Director of the U.S. Patent and Trademark Office. Please record the attached original documents or copy thereof.

## 1. Name of conveying party(ies):

Richard Zaffino

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

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

Name: Cingular Wireless II, LLC

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

Street Address: 5565 Glenridge Connector, Suite 1700City/State/Zip: Atlanta, GA 30342Additional name(s) & address(es) attached? ☐ Yes ☒ No

## 3. Nature of Conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other \_\_\_\_\_Execution Date: February 26, 2007

## 4. Application number(s) or patent number(s):

☐ This document is being filed together with a new application.A. Patent Application No.: 11/624,552, filed January 18, 2007

B. Patent No.: \_\_\_\_\_

Additional numbers attached? ☐ Yes ☒ No

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

Name: Nicole Teitler CaveInternal Address: Zagorin O'Brien Graham LLPStreet Address: 7600B N. Capital of Texas Hwy, Suite 350City/State/Zip: Austin, TX 787316. Total number of applications and patents involved: 17. Total Fee (37 CFR 3.41): ....\$ 40.00☐ A check is enclosed for the Total Fee shown above☒ The Total Fee shown above is being paid by credit card as directed in the attached Form PTO-2038☐ Please charge the Total Fee shown above to Deposit Account 50-0631☒ Authorized to charge additional fees to Deposit Account 50-0631

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## 8. Signature.

Nicole Teitler Cave, Reg. No. 54,021

Name of Person Signing



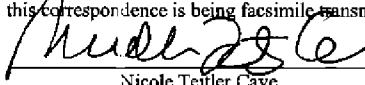
Signature

3/1/07

Date

Total number of pages including cover sheet: 2

**CERTIFICATE OF TRANSMISSION:** I hereby certify that, on the date shown below, this correspondence is being facsimile transmitted to the US Patent and Trademark Office.



Nicole Teitler Cave

3/1/07

Date

EXPRESS MAIL LABEL:

**PATENT**

SOLE/JOINT INVENTOR  
(Worldwide Rights)  
Cingular Ref. No. C06-0125-000

### ASSIGNMENT

WHEREAS I/We, the below named inventor(s), [hereinafter referred to as Assignor(s)], have made an invention entitled:

#### WIRELESS LANDMARK-BASED CONTENT DELIVERY

☐ embodied in an application for United States Letters Patent filed concurrently herewith; or  
☒ embodied in an application for United States Letters Patent filed on January 18, 2007, (Serial No. 11/624,546); and

WHEREAS, Cingular Wireless II, LLC, a limited liability corporation of Delaware whose post office address is 5565 Glenridge Connector, Suite 1700, Atlanta, Georgia 30342 (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to the application for United States Letters Patent on this invention and the Letters Patent to be issued upon this application;

NOW THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration the receipt of which from Assignee is hereby acknowledged, I/We, as Assignor(s), have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, my/our entire right, title, and interest in and to this invention, [provisional application Serial No. \_\_\_\_\_, filed \_\_\_\_\_], and this non-provisional application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of the above provisional application (if any), as well as all rights to claim priority on the basis of this application, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof; and I/We hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, I/WE HEREBY covenant that I/We have the full right to convey the interest assigned by this Assignment, and I/We have not executed and will not execute any agreement in conflict with this Assignment;

AND, I/WE HEREBY further covenant and agree that I/We will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to me/us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

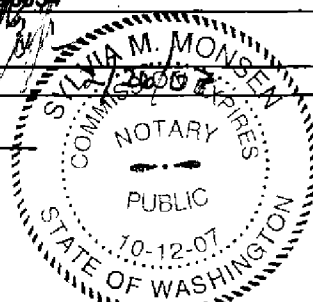
IN TESTIMONY WHEREOF, I/We have hereunto set my/our hands.

County of KING )  
State of WASHINGTON )

Name: Richard Zaffino  
Address: 8004 NE 115th Way  
Kirkland, WA 98034  
Signed: \_\_\_\_\_  
Date: \_\_\_\_\_

Subscribed and sworn to before me this 30<sup>th</sup> day of February, 20 07

Sylvia M. Mousen Notary Public



Atty. Dkt. No.: 037-0057

PATENT