

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT								
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT								
<b>CONVEYING PARTY DATA</b>									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Jean-Francois Pouliot</td> <td>03/13/2007</td> </tr> <tr> <td>Jean Charles Dupuis</td> <td>03/13/2007</td> </tr> <tr> <td>Geoffrey Bastien</td> <td>03/13/2007</td> </tr> </tbody> </table>		Name	Execution Date	Jean-Francois Pouliot	03/13/2007	Jean Charles Dupuis	03/13/2007	Geoffrey Bastien	03/13/2007
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Jean-Francois Pouliot	03/13/2007								
Jean Charles Dupuis	03/13/2007								
Geoffrey Bastien	03/13/2007								
<b>RECEIVING PARTY DATA</b>									
<b>Name:</b>	Eloda Inc.								
<b>Street Address:</b>	424 Saint-Francois-Xavier Street								
<b>City:</b>	Montreal, Quebec								
<b>State/Country:</b>	CANADA								
<b>Postal Code:</b>	H2Y 2S9								
<b>PROPERTY NUMBERS Total: 1</b>									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11613822</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11613822				
Property Type	Number								
Application Number:	11613822								
<b>CORRESPONDENCE DATA</b>									
<b>Fax Number:</b>	(610)889-3696								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
<b>Phone:</b>	(610) 722-3899								
<b>Email:</b>	hsalamone@barley.com								
<b>Correspondent Name:</b>	Salvatore Anastasi								
<b>Address Line 1:</b>	1000 Westlakes Drive								
<b>Address Line 2:</b>	Suite 275								
<b>Address Line 4:</b>	Berwyn, PENNSYLVANIA 19312								
<b>ATTORNEY DOCKET NUMBER:</b>	44939-901								
<b>NAME OF SUBMITTER:</b>	Salvatore Anastasi								

Total Attachments: 2  
 source=Assignment#page1.tif

**CH \$40.00 11613822**



ASSIGNMENT

**I/We, Jean-Francois Pouliot, Jean Charles Dupuis, Geoffrey Bastien**

who reside at 794 Bloomfield, Outremont Quebec, Canada H2V 3S3; 13 Terrasse HautVilliers, Outremont Quebec, Canada H2V 4P1; and 965 rue Dolbeau, St-Bruno, Québec, J3V 4J7

have made certain inventions or discoveries (or both) set forth in an application for Letters Patent of the United States of America entitled:

**METHOD AND SYSTEM FOR AUTOMATED  
AUDITING OF ADVERTISING**

which application was filed on December 20, 2006 as U.S. Patent Application Number 11/613,822 and is identified by Barley Snyder LLC File Number 44939-901,

and **Eloda Inc.**

whose address is 424 Saint-Francois-Xavier Street, Montreal, Quebec, Canada H2Y 2S9

and which, together with its successors and assigns is hereinafter called "Assignee", is desirous of acquiring the title, rights, benefits and privileges hereinafter recited, and of confirming the same or any part thereof heretofore acquired by Assignee.

Now, therefore, for valuable consideration furnished by Assignee to me/us, receipt and sufficiency of which I/we hereby acknowledge, I/we hereby, without reservation:

1. Assign and convey to and confirm in Assignee the entire right, title and interest in and to said inventions and discoveries, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation and Convention applications based in whole or in part upon said inventions or discoveries or upon said applications, and any and all Letters Patent and reissues and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;

2. Authorize Assignee to file patent applications in any or all countries on any or all of said inventions and discoveries in my/our name(s) or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or otherwise;

3. Authorize and request the Commissioner of Patents of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters

Patent to Assignee, as assignee of the entire right, title and interest therein or otherwise as Assignee may direct;

4. Warrant that I/we have not knowingly conveyed to others any right in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that I/we have good right to assign the same to Assignee without encumbrance;

5. Bind my/our heirs and legal representatives, as well as myself/ourselves, to do, upon Assignee's request and at its expense, but without additional consideration to me/us or them, all acts reasonably serving to assure that the said inventions and discoveries, the said patent applications and the said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by me/us or my/our heirs or representatives if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to me/us relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in my/our control or in the control of my/our heirs or legal representatives and which may be useful for establishing the facts of my conceptions, disclosures, and reduction to practice of said inventions and discoveries.

The effective date of this instrument is the latest date accompanying signature(s), hereinbelow.

In testimony whereof I/we have affixed my/our signature(s).

<u><i>Eri Jorcan</i></u> (Witness)	<u>13 mars 07</u> (Date)	<u><i>Jean-Francois Pouliot</i></u> Jean-Francois Pouliot	<u>13 mars 2007.</u> (Date)
<u><i>Amy Dieme</i></u> (Witness)	<u>13 mars 07</u> (Date)		
<u><i>Eri Jorcan</i></u> (Witness)	<u>13 mars 07</u> (Date)	<u><i>Jean Charles Dupuis</i></u> Jean Charles Dupuis	<u>13 mars 2007</u> (Date)
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<u><i>Amy Dieme</i></u> (Witness)	<u>13 mars 07</u> (Date)		