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1. Name of conveying party(ies)

Geoffrey R. Zampielo

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

3. Nature of conveyance/Execution Date(s):

Execution Date(s) March 15, 2007

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

2. Name and address of receiving party(ies)

Name: SBC Knowledge Ventures, L.P.

Internal Address: _____

Street Address: 645 E. Plumb Lane

City: Reno

State: Nevada

Country: USA Zip: 89502

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

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

11/699,752

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: G. Michael Roebuck

Internal Address: _____

Street Address: 6750 West Loop South, Suite 920

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Phone Number: 713-400-1100

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Email Address: mroebuck@roebuckiplaw.com

6. Total number of applications and patents involved: 1**7. Total fee (37 CFR 1.21(h) & 3.41) \$40.00**

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9. Signature:

G. Michael Roebuck

Signature

3/26/07

Date

G. Michael Roebuck
Name of Person Signing

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4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
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OP \$40.00 11699752

Attorney Docket No. 2006-0950 (GR006.0031)

ASSIGNMENT

WHEREAS, Geoffrey R. Zampello, a citizen of the United States of America, residing at 30 Broad Street, Norwalk, Connecticut 06851; and hereinafter called the "Assignor", has made the invention described in the United States patent application entitled "A METHOD AND SYSTEM FOR MULTICASTING TARGETED ADVERTISING DATA", Attorney Docket No. 2006-0950 (GR006.0031), for a full description of which reference is here made to an application for Letters Patent of the United States filed on January 30, 2007 and assigned Application Serial No. 11/699,752; and

WHEREAS, SBC KNOWLEDGE VENTURES, L.P., a partnership organized and existing under the laws of the State of Nevada, having a place of business at 645 E. Plumb Lane, Reno, Nevada 89502, hereinafter called the "Assignee", desires to acquire the entire right, title and interest for the United States of America and elsewhere throughout the world in and to said invention and the patent application identified above, including any and all divisions and continuations thereof and any and all Letters Patent which may be granted thereon, including any and all renewals, reissues and prolongations thereof.

NOW, THEREFORE in consideration of the sum of One Dollar (\$1.00) and other valuable and legally sufficient consideration, the receipt of which by the Assignor from the Assignee is hereby acknowledged, the Assignor has sold, assigned and transferred, and by these presents do sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefore in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term and terms for all such patents.

AND said Assignor hereby covenants and agrees, for both the Assignor and the Assignor's legal representative, that the Assignor will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may

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arise involving said invention, or any such patent application or patent; and that the Assignor will execute and deliver to the Assignee to carry out the terms of this Assignment. Assignor authorizes attorney or agent to fill in the U.S. Application Serial No. above, if required.

AND said Assignor authorizes and requests the Commissioner of Patents to issue Letters Patent on said application, and on any all divisions and continuations thereof, to said Assignee, its assigns and legal representatives, in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, this Assignment is executed by said Assignor, on the date(s) listed below.

Name of First Inventor:

GEORGE R ZAMPIELLO

Signature of First Inventor:

Geoffrey R Zampielo

Date:

MARCH 15 2007

Witnesses for First Inventor

First Witness:

[Signature]
Signature / Date

Jason Phillips
Full Name (printed)

Second Witness:

[Signature]
Signature / Date

David McElligott
Full Name (printed)