

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Mark L. Woodward	09/21/2006
E. Oliver Jones	09/21/2006
Gene S. Fein	09/21/2006
Christopher Harris	09/07/2006
Steve S. Sherman	09/14/2006
Bennie Jones	09/21/2006
Anthony Salotto	09/21/2006

RECEIVING PARTY DATA

Name:	DotClick Corporation
Street Address:	327 Summer Street
Internal Address:	Suite 4
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02210-1724

PROPERTY NUMBERS Total: 2

Property Type	Number
Patent Number:	7085845
Application Number:	11445025

CORRESPONDENCE DATA

Fax Number: (202)371-2540

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 202.371.2600

Email: jeisenbe@skgf.com

Correspondent Name: Sterne, Kessler, Goldstein & Fox P.L.L.C

Address Line 1: 1100 New York Avenue, N.W.

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

PATENT

500260648

REEL: 019171 FRAME: 0533

OP \$80.00 7085845

ATTORNEY DOCKET NUMBER:

2222.4920003/4

NAME OF SUBMITTER:

Jason D. Eisenberg

Total Attachments: 16

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ASSIGNMENT OF PATENT RIGHTS

The Assignors have invented one or more inventions (the "Invention(s)") described in the patent applications and/or patent listed on attached Schedule A, filed in the United States Patent and Trademark Office, and other governmental offices. Assignee desires to acquire the entire right, title and interest in and to the assets and rights transferred pursuant to this Assignment of Patent Rights, made effective as of May 8, 2002 (this "Assignment").

Now, therefore, for valuable consideration, the receipt and sufficiency of which Assignors acknowledge, Mark L. Woodward, residing in Milton, Massachusetts; E. Oliver Jones, residing in Andover, Massachusetts; Gene S. Fein, residing in Lenox, Massachusetts; Christopher Harris, residing in Amherst, Massachusetts; Steve S. Sherman, residing in Boston, Massachusetts; Bennie Jones, residing in Methuen, Massachusetts; and Anthony Salotto, residing in Norton, Massachusetts ("Assignors") hereby sell, assign, and transfer to DotClick Corporation, a Delaware corporation ("Assignee") the full extent of their right, title, and interest in and to any and all of the following (collectively, the "Rights"):

- The Invention(s) and all rights with respect to the Invention(s);
- The patent listed on Schedule A and all United States patents or other governmental grants or issuances that may be granted with respect to the Invention(s) (the "Patents(s)");
- The patent applications listed on Schedule A and all divisionals, continuations, and continuations-in-part or other applications claiming priority rights from the applications and/or patent listed on Schedule A (the "Applications(s)");
- All reissues, reexaminations, extensions or registrations of any and all of the Application(s) or the Patent(s);
- All non-United States patents, patent applications, and counterparts relating to the Invention(s), the Application(s), and the Patent(s) including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances, and including the right to file foreign applications directly in the name of Assignee, its successors and assigns;
- The right to claim priority rights deriving from the Application(s);
- All causes of action and remedies related to the Application(s), the Invention(s), and the Patent(s) (including, without limitation, the right to sue for past, present or future infringement, misappropriation or violation of rights related to the Application(s), the Invention(s), and the Patent(s));
- All rights to collect royalties and other payments under or on account of any of the Application(s), the Invention(s), and the Patent(s); and

- Any and all other rights and interests arising out of, in connection with, or in relation to the Application(s), the Invention(s), and the Patent(s).

Assignors will not sign any writing or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives and assigns deem necessary or desirable to: perfect enjoyment of the Rights; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignors request the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives and assigns and will be binding upon Assignors, their successors, legal representatives and assigns. This Assignment may be executed in counterparts.

Date: 9/21/2006


Mark L. Woodward

Date: _____

E. Oliver Jones

Date: _____

Gene S. Fein

Date: _____

Christopher Harris

Date: _____

Steve S. Sherman

Date: _____

Bernie Jones

Date: _____

Anthony Salotto

ATTESTATION

The undersigned witnessed the signature of Mark L. Woodward to the above Assignment of Patent Rights and makes the following statements:

1. Mark L. Woodward is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on 9/21, 2006 to execute the above Assignment of Patent Rights.
2. Mark L. Woodward subscribed to the above Assignment of Patent Rights.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

EXECUTED on 9/21 (date)

By: Lillian B. White
Print Name: Lillian B. White

- Any and all other rights and interests arising out of, in connection with, or in relation to the Application(s), the Invention(s), and the Patent(s).

Assignors will not sign any writing or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives and assigns deem necessary or desirable to: perfect enjoyment of the Rights; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignors request the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives and assigns and will be binding upon Assignors, their successors, legal representatives and assigns. This Assignment may be executed in counterparts.

Date: _____

Date: Sept 21, 2006

Date: _____

Date: _____

Date: _____

Date: _____

Date: _____

Mark L. Woodward

E. Oliver Jones
E. Oliver Jones

Gene S. Fein

Christopher Harris

Steve S. Sherman

Bennie Jones

Anthony Salotto

ATTESTATION

The undersigned witnessed the signature of E. Oliver Jones to the above Assignment of Patent Rights and makes the following statements:

1. E. Oliver Jones is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on Sept. 21, 2006 to execute the above Assignment of Patent Rights.
2. E. Oliver Jones subscribed to the above Assignment of Patent Rights.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

EXECUTED on Sept. 21, 2006 (date)

By: 

Print Name: Carolyn E. Ramon

- Any and all other rights and interests arising out of, in connection with, or in relation to the Application(s), the Invention(s), and the Patent(s).

Assignors will not sign any writing or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives and assigns deem necessary or desirable to: perfect enjoyment of the Rights; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignors request the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives and assigns and will be binding upon Assignors, their successors, legal representatives and assigns. This Assignment may be executed in counterparts.


Date: _____

Mark L. Woodward

Date: _____

E. Oliver Jones

Date: 9.21.06



Gene S. Fein

Date: _____

Christopher Harris

Date: _____

Steve S. Sherman

Date: _____

Bennie Jones

Date: _____

Anthony Salotto

ATTESTATION

The undersigned witnessed the signature of Gene S. Fein to the above Assignment of Patent Rights and makes the following statements:

1. Gene S. Fein is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on 21 Sept, 2006 to execute the above Assignment of Patent Rights.
2. Gene S. Fein subscribed to the above Assignment of Patent Rights.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

EXECUTED on 21 Sept 06 (date)

By: John T. Campbell

Print Name: John T. Campbell

- Any and all other rights and interests arising out of, in connection with, or in relation to the Application(s), the Invention(s), and the Patent(s).

Assignors will not sign any writing or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives and assigns deem necessary or desirable to: perfect enjoyment of the Rights; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignors request the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives and assigns and will be binding upon Assignors, their successors, legal representatives and assigns. This Assignment may be executed in counterparts.

Date: _____

Mark L. Woodward

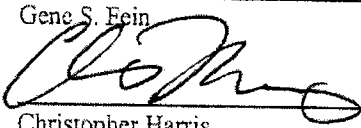
Date: _____

E. Oliver Jones

Date: _____

Gene S. Fein

Date: 9-7-06



Christopher Harris

Date: _____

Steve S. Sherman

Date: _____

Bennie Jones

Date: _____

Anthony Salotto

ATTESTATION

The undersigned witnessed the signature of Christopher Harris to the above Assignment of Patent Rights and makes the following statements:

1. Christopher Harris is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on 9/10/06, 2006 to execute the above Assignment of Patent Rights.
2. Christopher Harris subscribed to the above Assignment of Patent Rights.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

EXECUTED on 9/10/06 (date).

By: Shakuntala Ray
Print Name: SHAKUNTALA RAY

- Any and all other rights and interests arising out of, in connection with, or in relation to the Application(s), the Invention(s), and the Patent(s).

Assignors will not sign any writing or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives and assigns deem necessary or desirable to: perfect enjoyment of the Rights; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignors request the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives and assigns and will be binding upon Assignors, their successors, legal representatives and assigns. This Assignment may be executed in counterparts.

Date: _____

Mark L. Woodward

Date: _____

E. Oliver Jones

Date: _____

Gene S. Fein

Date: _____

Christopher Harris

Date: Sept 14 2006

Steve Sherman
Steve S. Sherman

Date: _____

Bennie Jones

Date: _____

Anthony Salotto

ATTESTATION

The undersigned witnessed the signature of Steve S. Sherman to the above Assignment of Patent Rights and makes the following statements:

1. Steve S. Sherman is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on Sept 14, 2006 to execute the above Assignment of Patent Rights.
2. Steve S. Sherman subscribed to the above Assignment of Patent Rights.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

EXECUTED on Sept 14, 2006 (date)

By: Rebecca Cruz
Print Name: Rebecca Cruz

- Any and all other rights and interests arising out of, in connection with, or in relation to the Application(s), the Invention(s), and the Patent(s).

Assignors will not sign any writing or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives and assigns deem necessary or desirable to: perfect enjoyment of the Rights; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignors request the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives and assigns and will be binding upon Assignors, their successors, legal representatives and assigns. This Assignment may be executed in counterparts.

Date: _____

Mark L. Woodward

Date: _____

E. Oliver Jones

Date: _____

Gene S. Fein

Date: _____

Christopher Harris

Date: _____

Steve S. Sherman

Date: 9/21/06



Bennie Jones

Date: _____

Anthony Salotto

ATTESTATION

The undersigned witnessed the signature of Bennie Jones to the above Assignment of Patent Rights and makes the following statements:

1. Bennie Jones is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on 21 September, 2006 to execute the above Assignment of Patent Rights.
2. Bennie Jones subscribed to the above Assignment of Patent Rights.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

EXECUTED on 21 September 2006 (date)

By: 

Print Name: MICHAEL HIGGINS JR.

- Any and all other rights and interests arising out of, in connection with, or in relation to the Application(s), the Invention(s), and the Patent(s).

Assignors will not sign any writing or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives and assigns deem necessary or desirable to: perfect enjoyment of the Rights; conduct proceedings regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignors request the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives and assigns and will be binding upon Assignors, their successors, legal representatives and assigns. This Assignment may be executed in counterparts.

Date: _____

Mark L. Woodward

Date: _____

E. Oliver Jones

Date: _____

Gene S. Fein

Date: _____

Christopher Harris

Date: _____

Steve S. Sherman

Date: _____

Bennie Jones

Date: 9/21/06



Anthony Salotto

ATTESTATION

The undersigned witnessed the signature of Anthony Salotto to the above Assignment of Patent Rights and makes the following statements:

1. Anthony Salotto is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on 9/21, 2006 to execute the above Assignment of Patent Rights.
2. Anthony Salotto subscribed to the above Assignment of Patent Rights.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

EXECUTED on 9/21/06 (date)

By: Raren I Troy

Print Name: Raren I Troy

SCHEDULE A

U.S. Application/ Patent No.	U.S. Filing/ Issue Date	Title
60/289,768	May 9, 2001	METHOD, APPARATUS AND PROGRAM PRODUCT PROVIDING BUSINESS PROCESSES USING MEDIA IDENTIFICATION AND TRACKING OF ASSOCIATED USER PREFERENCES
60/289,772	May 9, 2001	METHOD, APPARATUS AND PROGRAM PRODUCT FOR MEDIA IDENTIFICATION AND TRACKING ASSOCIATED USER PREFERENCES
10/142,731	May 8, 2002	METHOD, APPARATUS AND PROGRAM PRODUCT FOR MEDIA IDENTIFICATION AND TRACKING ASSOCIATED USER PREFERENCES
11/445,025	June 1, 2006	METHOD, APPARATUS AND PROGRAM PRODUCT FOR MEDIA IDENTIFICATION AND TRACKING ASSOCIATED USER PREFERENCES
7,085,845	August 1, 2006	METHOD, APPARATUS AND COMPUTER PROGRAM PRODUCT FOR IDENTIFYING A PLAYING MEDIA FILE AND TRACKING ASSOCIATED USER PREFERENCES

99999-9598/LEGAL11251078.1