Form PTO 1595

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U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

Attorney Docket 5068-15

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_	To the Honorable Commissioner of Patents and Trademarks:	Please record the attached original documents or copy thereof.
P	 Name of conveying party(ies): Alex MASHINSKY 	2. Name and address of receiving party(ies):
-	Jeff PARNESS	Name: Governing Dynamics, LLC
_		
		Internal Address:
		Street Address: 134 West 37 th Street
		City: New York
		State/Country: New York
	Additional name(s) of conveying party(ies) attached? [] Yes [x] No	Zip: <u>10018-6911</u>
	3. Nature of conveyance:	
		Additional name(s) & address(es) attached? [] Yes [x] No
	· · · · · · · · · · · · · · · · · · ·	
	Security Agreement [] Change of Name	
	Other	
	Execution Date: March 14, 2007 and April 16, 2007	FIGE OF P
	4. Application number(s) or patent number(s):	
	If this document is being filed together with a new applica	tion, the execution date of the application is:
	A. Patent Application No.(s) SN.: 10/098,667	B. Patent No.(s)
	311 10/098,007	
	Additional numbers attached? [] Yes [x] No	
	5. Name and address of party to whom correspondence	6. Total number of applications and
	concerning document should be mailed:	patents involved:
	Name: Edward M. Weisz	7. Total fee (37 CFR 3.41):\$40.00
	Internal Address: COHEN PONTANI LIEBERMAN & PAVANE LLP	[x] Enclosed
	Street Address: 551 Fifth Avenue, 12th Floor	[] Authorized to be charged to deposit account
	City: New York State: New York Zip: 10176	8. Deposit account number: 03-2412
		(Attach duplicate copy of this page if paying by deposit account)
04/6	7/2007 DBYRNE 00000140 10098667	
01 FC:8021 (40.00 OP \ DO NOT USE THIS SPACE		
9. Statement and signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a		
	Edward M. Weisz	April 25, 2007
	Name of Person Signing	Date
	Reg. No. 37,257	
	Total number of pages including cover sheet,	attachments, and document: 4 4
	Mail documents to be recorded with required cover sheet information to:	

Mail Stop Assignment Recordation Director of the US Patent and Trademark Office

PO Box 1450 Alexandria, VA 22313-1450

Attorney Docket Number: 5068-15

ASSIGNMENT

In consideration of One Dollar (\$1.00), and other good and valuable consideration.

the receipt of which is hereby acknowledged. We the undersigned. Alex MASHINSKY and Jeff

PARNESS (hereinafter referred to as "ASSIGNOR"):

Hereby sell. assign and transfer to Governing Dynamics, LLC, (hereinafter

referred to as "ASSIGNEE"), a corporation of Delaware, having a place of business at 134 West

37th Street, New York, New York 10018-6911; respectively, its successors, assigns and legal

representatives, the entire right, title and interest for the United States and all foreign countries, in

and to any and all improvements which are disclosed in the application for United States Letters

Patent, which has been filed on March 15, 2002 and been accorded Application Serial No.

10/098.667, and is entitled

SYSTEM AND METHOD FOR FACILITATING TARGETED MARKETING OVER A

TELECOMMUNICATION NETWORK

and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all

other applications for Letters Patent which have been or shall be filed in the United States and all

foreign countries on any of said improvements; and in and to all original and reissued patents

which have been or shall be issued in the United States and all foreign countries on said

improvements;

Agree that said Assignee may apply for and receive Letters Patent for said

improvements in its own name, and that, when requested, without charge to but at the expense of

said Assignee, its successors, assigns and legal representatives, to carry out in good faith the

intent and purpose of this assignment, the undersigned will execute all divisional, continuing,

23972-1

PATENT

REEL: 019233 FRAME: 0794

substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney and other papers, communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns and legal representatives: and

Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Date: March 14, 2007

State of New York

County of New York

)ss.

Before me this 14 day of MArch

. 2007 personally appeared Alex

MASHINSKY to me personally known to be the person who is described in and who executed the above instrument, and acknowledged to me that he executed the same of his own free will for

the purpose therein set forth.

t Belodoff

SCOTT BELODOFF NOTARY PUBLIC-STATE OF NEW YORK No. 01-BE6101669 Qualified in Queens County Commission Expires November 17, 2007

23972-1

PATENT **REEL: 019233 FRAME: 0795** Before me this day of , 20, personally appeared Jeff PARNESS to me personally known to be the person who is described in and who executed the above instrument, and acknowledged to me that he executed the same of his own free will for the purpose therein set forth.

Notary Public

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PATENT REEL: 019233 FRAME: 0796

RECORDED: 04/27/2007