

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Charles Douglas Cosman		05/03/2007
RECEIVING PARTY DATA		
Name:	YieldEx, Inc.	
Street Address:	3957 Promontory Court	
City:	Boulder	
State/Country:	COLORADO	
Postal Code:	80304	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	11743962	
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ATTORNEY DOCKET NUMBER:	50390-00002	
NAME OF SUBMITTER:	Kent A. Lembke	
Total Attachments: 1 source=Assignment-2#page1.tif		

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PATENT
REEL: 019244 FRAME: 0937

**ASSIGNMENT &
APPOINTMENT OF COMMON REPRESENTATIVE**

WHEREAS, I, **CHARLES DOUGLAS COSMAN**, of Boulder, Colorado, have invented a certain new and useful invention entitled, "**NETWORK-BASED SYSTEMS AND METHODS FOR DEFINING AND MANAGING MULTI-DIMENSIONAL, ADVERTISING IMPRESSION INVENTORY**," for which a patent application has been prepared for filing with the United States Patent & Trademark Office, said application being identified as Attorney File No. 50390-00002.

NOW THEREFORE, be it known that I, for and in consideration of certain good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, at the request of the assignee do sell, assign and transfer unto said assignee, **YieldEx, Inc.**, a **Delaware corporation**, having a place of business at 3957 Promontory Court, Boulder, Colorado 80304, its successors, legal representatives and assigns, the aforesaid application and all rights to claim priority directly or indirectly to the aforesaid application and all continuation, divisional, continuation-in-part and reissue applications, all patent applications that claim priority directly or indirectly to the aforesaid application, all patent applications in foreign countries, all applications pursuant to the Patent Cooperation Treaty and all applications for extension filed or to be filed for the invention(s), and all Letters Patent, Invention Registrations, Utility Models, Extensions or Reissues and other patent rights, obtained for the invention(s) in the United States or any other country; I also assign any right, title or interest in and to the invention(s) that has not already been transferred to the assignee; I warrant that no assignment of the invention(s), application or patent therefore has been made to a party other than **YieldEx, Inc.**; I warrant that there is no obligation to make any assignment of the invention(s), application, or any patent therefore to any party other than **YieldEx, Inc.**; and I further agree to cooperate with the assignee hereunder in the obtaining and sustaining of any and all such Letters Patent and in confirming assignee's exclusive ownership of the invention(s), but at the expense of said assignee.

The Commissioner For Patents is hereby authorized and requested to issue the Letters Patent solely in accordance with the terms of this Assignment to **YieldEx, Inc.**, its successors, legal representatives and assigns, as the assignee of the entire right, title and interest therein.

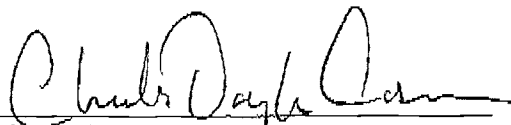
Furthermore, I hereby irrevocably appoint **YieldEx, Inc.**, its successors, legal representatives and assigns, as common representative for any and all international patent applications filed pursuant to the Patent Cooperation Treaty, and all national phase applications derived therefrom, concerning the invention(s) or claiming priority from the aforesaid application.

IN WITNESS WHEREOF, the party hereto has executed this Assignment & Appointment of Common Representative as of the date indicated hereunder.

Date:

5/3/07

By:


Charles Douglas Cosman