

## PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Kia Silverbrook</td><td>05/22/2007</td></tr><tr><td>Paul Lapstun</td><td>05/22/2007</td></tr><tr><td>Michael Hollins</td><td>05/22/2007</td></tr></tbody></table>	Name	Execution Date	Kia Silverbrook	05/22/2007	Paul Lapstun	05/22/2007	Michael Hollins	05/22/2007	
Name	Execution Date								
Kia Silverbrook	05/22/2007								
Paul Lapstun	05/22/2007								
Michael Hollins	05/22/2007								
RECEIVING PARTY DATA									
Name:	SILVERBROOK RESEARCH PTY LTD								
Street Address:	393 Darling Street								
City:	Balmain								
State/Country:	AUSTRALIA								
Postal Code:	2041								
PROPERTY NUMBERS Total: 1									
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11754317</td></tr></tbody></table>	Property Type	Number	Application Number:	11754317					
Property Type	Number								
Application Number:	11754317								
CORRESPONDENCE DATA									
Fax Number:	(999)999-9999								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	+61 2 98186633								
Email:	pair@silverbrookresearch.com								
Correspondent Name:	Kia Silverbrook								
Address Line 1:	393 Darling Street								
Address Line 4:	Balmain, AUSTRALIA 2041								
ATTORNEY DOCKET NUMBER:	NPZ018US								
NAME OF SUBMITTER:	Kia Silverbrook								
Total Attachments: 3 source=NPZ018US_assignments#page1.tif source=NPZ018US_assignments#page2.tif									

CH \$40.00 11754317

500284839

PATENT  
REEL: 019347 FRAME: 0616



**ASSIGNMENT OF APPLICATION**

Docket Number (Optional)  
NPZ018US

Whereas, I, Kia Silverbrook of 393 Darling Street Balmain, NSW 2041 Australia, hereafter referred to as applicant, have invented certain new and useful improvements in METHOD OF DISPLAYING ADVERTISEMENT TO A USER

- ☐ for which an application for a United States Patent was filed on \_\_\_\_\_, Application Number \_\_\_\_\_.
- ☒ for which an application for a United States Patent was executed on May 22, 2007, and

Whereas, SILVERBROOK RESEARCH PTY LTD of Balmain, New South Wales, Australia herein referred to "assignee" whose post office address is 393 Darling Street, Balmain, NSW 2041, Australia is desirous of acquiring the entire right, title and interest in the same;

Now, therefore, in consideration of the sum of one dollars (\$ 1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I, the applicant, by these presents do sell, assign and transfer unto said assignee the full and exclusive right to the said invention in the United States and the entire right, title and interest in and to any and all Patents which may be granted therefor in the United States/

I hereby authorize and request the Commissioner of Patents and Trademarks to issue said United States Patent to said assignee, of the entire right, title, and interest in and to the same, for his sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

Executed this 22nd day of May, 2007,  
at Balmain, New South Wales, Australia

(Signature)

State of \_\_\_\_\_) SS:  
County of \_\_\_\_\_)

Before me personally appeared said \_\_\_\_\_  
and acknowledged the foregoing instrument to be his free act and deed this \_\_\_\_\_  
day of \_\_\_\_\_, 20\_\_\_\_.

Seal

(Notary Public)

Burden Hour Statement: This form is estimated to take 0.1 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner of Patents and Trademarks, Washington, DC 20231.

**ASSIGNMENT OF APPLICATION**

Docket Number (Optional)  
NPZ018US

Whereas, I, Paul Lapstun of 393 Darling Street Balmain, NSW 2041 Australia, hereafter referred to as applicant, have invented certain new and useful improvements in METHOD OF DISPLAYING ADVERTISEMENT TO A USER

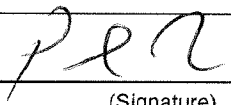
- ☐ for which an application for a United States Patent was filed on \_\_\_\_\_, Application Number \_\_\_\_\_.
- ☒ for which an application for a United States Patent was executed on May 22, 2007, and

Whereas, SILVERBROOK RESEARCH PTY LTD of Balmain, New South Wales, Australia herein referred to "assignee" whose post office address is 393 Darling Street, Balmain, NSW 2041, Australia is desirous of acquiring the entire right, title and interest in the same;

Now, therefore, in consideration of the sum of one dollars (\$ 1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I, the applicant, by these presents do sell, assign and transfer unto said assignee the full and exclusive right to the said invention in the United States/and the and all countries in the world entire right, title and interest in and to any and all Patents which may be granted therefor in the United States/

I hereby authorize and request the Commissioner of Patents and Trademarks to issue said United States Patent to said assignee, of the entire right, title, and interest in and to the same, for his sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

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(Signature)

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Seal

\_\_\_\_\_  
(Notary Public)

**ASSIGNMENT OF APPLICATION**

Docket Number (Optional)  
NPZ018US

Whereas, I, Michael Hollins of 393 Darling Street  
Balmain, NSW 2041 Australia, hereafter  
referred to as applicant, have invented certain new and useful improvements in \_\_\_\_\_  
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