

**PATENT ASSIGNMENT**

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<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Stephen Poulin	05/29/2007
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Starcom MediaVest Group, Inc.
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<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60602
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	11542537
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<b>ATTORNEY DOCKET NUMBER:</b>	SMG-06-5335R
<b>NAME OF SUBMITTER:</b>	R. Blake Johnston
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Attorney Docket No.: SMG-06-5335R

## ASSIGNMENT

In consideration of One Dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned hereby assign(s) to Starcom MediaVest Group, Inc., its successors, legal representatives and assigns (hereafter "the assignee") the entire right, title and interest in the invention of improvements entitled AUTOMATED BROADCAST ADVERTISING TRANSACTION SYSTEM AND METHOD and in the above application for a Patent of the United States therefor, and in any reissue, extension, division or continuation of any Patent that may be granted upon said application or applications. The undersigned hereby authorize(s) and request(s) the Commissioner of Patents and Trademarks to issue said Patent to said assignee.

For said consideration the undersigned hereby agree(s), upon the request of said assignee, to execute any and all divisional, continuation and renewal applications for said invention or improvements, and any necessary oath or supplemental oath or affidavit relating thereto, and any application for the reissue or extension of any Patent that may be granted said application that said assignee may deem necessary or expedient, and for said considerations the undersigned further agree(s) upon the request of said assignee, in the event of said application or any division thereof, or Patent issued thereon, or any reissue or application for the reissue thereof, becoming involved in interference, to cooperate with said assignee, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, and the undersigned hereby agree(s) to perform, upon said request, any and all affirmative acts to obtain said Patent and vest all rights therein hereby conveyed in the said assignee as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

And for the said considerations the undersigned hereby assign(s) to said assignee the entire right, title and interest in said invention or improvement for any and all foreign countries and agree(s) upon the request of said assignee to execute any and all documents in connection with any and all applications for foreign Patent therefor, including the prosecution thereof, and to execute any and all documents necessary to vest title said foreign applications and patents in said assignee.

Date

5/29/07

Date

Albert Vollath

Stephen Podlin

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RECORDED: 05/30/2007

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