

06-05-2007

Docket No.: 2222/77403

FORM PTO-1595 (Substitute)

U.S. DEPARTMENT OF COMMERCE

(Rev. 8-96)

Patent and Trademark Office

To the Honorable Commissioner of Pat

103413330

original documents or copy thereof.

1. Name of conveying party(ies):

Yuki UCHIDA

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

3. Nature of Conveyance:

☒ Assignment ☐ Merger  
☐ Security Assignment ☐ Change of Name  
☐ Other

Execution Date(s): May 23, 2007

2. Name and address of receiving party(ies):

Name: Ricoh Company, Ltd.

Internal Address:

Street Address: 3-6, Nakamagome 1-chome,  
Ohta-ku

City/State/Zip: Tokyo, 143-8555, JAPAN

Additional name(s) & address(es) attached? ☒ Yes ☐ No

4. Application number(s) or patent number(s): If this document is being filed together with a new application, the execution date(s) of the application is (are): May 23, 2007

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Paul Teng, Esq.

Internal Address:

Street Address: Cooper &amp; Dunham LLP

1185 Avenue of the Americas

City/State/Zip: New York, New York 10036

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR §3.41): \$ 40.00

☒ Enclosed☐ Authorized to be charged to deposit account

8. Deposit account number:

03-3125

## 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 true copy of the original document.

Paul Teng, Reg. No. 40,837

Name of Person Signing

Signature

May 24, 2007

Date

Total Number of pages including cover sheet, attachments and document: 4

06/04/2007 DRYNE 00000100 11807001

01 FC:8021

40.00 OP

OMB No. 0651-0011 (exp. 4/94)

Mail documents to be recorded with required cover sheet information to:

Mail Stop Assignment Recordation Services  
 Director of the United States Patent and Trademark Office  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

PATENT

REEL: 019421 FRAME: 0794

Additional name(s) & address(es) of receiving party(ies):

RICOH CORPORATION

Five Dedrick Place

West Caldwell, New Jersey 07006

PATENT

REEL: 019421 FRAME: 0795

## ASSIGNMENT

*In consideration of One Dollar (\$1.00), and other good and valuable considerations, the receipt of which is hereby acknowledged, I/we, the undersigned,*

*Hereby sell, assign and transfer to:*

**RICOH COMPANY, LTD., having a place of business at 3-6,  
Nakamagome 1-Chome, Ohta-ku, Tokyo 143-8555, Japan; and  
RICOH CORPORATION, having a place of business at Five  
Dedrick Place, West Caldwell, New Jersey 07006,**

*(hereinafter jointly referred to as "Assignee"), their successors, assigns and legal representatives, the entire right, title and interest for all countries, in and to any and all inventions which are disclosed and claimed, and as possessed by the undersigned, any and all inventions which are disclosed but not claimed, in the application for United States Patent, which was executed by the undersigned concurrently herewith and is entitled*

### **DYNAMIC ADVERTISEMENT ALLOCATION**

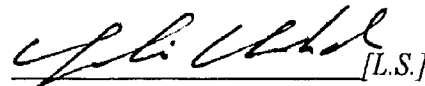
*and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for U.S. Letters Patent or other related property rights in any and all foreign countries which have been or shall be filed on any of said inventions disclosed in said application; and in and to all original and reissued patents or related foreign documents which have been or shall be issued on said inventions;*

*Authorize and request the Commissioner of Patents of the United States to issue to said Assignee, the corporation above named, its successors, assigns and legal representatives, in accordance with this assignment, any and all United States Letters Patent on said inventions or any of them disclosed in said application;*

*Agree that said Assignee may apply for and receive foreign Letters Patent or rights of any other kind for said inventions, or any of them; and may claim, in applications for said foreign Letters Patent or other rights, the priority of the aforesaid United States patent application under the provisions of the International Convention of 1883 and later modifications thereof, under the Patent Cooperation Treaty, under the European Patent Convention or under any other available international agreement; 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 or the undersigned's executors or administrators will, for the United States and all foreign countries, execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications or other documents on any and all said inventions; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns and representatives, all facts known and documents available to the undersigned relating to said inventions and the history thereof; testify in all legal proceedings; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said inventions and for vesting title to said inventions and all applications for patents or related foreign rights and all patents on said inventions, 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.

  
Yuki UCHIDA [L.S.]

Date: 5/23/2007  
 Witness: Fumie Kishi [signature]  
Fumie Kishi [print name]  
615 Wicowill Rd, [address]  
Ridgewood, NJ 07450