

06-13-2007

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

6/11/07



103416228

ET

JUN 11 PM 3:42

To the Director of the U.S. Patent and Trademark Office

See documents on the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**

Eslee Buckley Barlow 05/31/2006  
Dennis Gwak 06/09/2006

Execution Date(s) See Above

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

**3. Nature of conveyance:**

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Government Interest Assignment  
☐ Executive Order 9424, Confirmatory License  
☐ Other \_\_\_\_\_

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

Name: Frog Marketing, Inc.

Internal Address: \_\_\_\_\_

Street Address: 991 Yale Avenue

City: Salt Lake City

State: Utah

Country: USA Zip: 84105

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

**4. Application or patent number(s):**

A. Patent Application No.(s)

11/142,178

☐ This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Randall B. Bateman

Internal Address: P.O. Box 1319

Street Address: 8 East Broadway, Suite 550

City: Salt Lake City

State: Utah Zip: 84110

Phone Number: 801-533-0320

Fax Number: 801-533-0323

Email Address: rbb@batemanip.com

**6. Total number of applications and patents involved:**

1

**7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00**

- ☒ Authorized to be charged by credit card  
☐ Authorized to be charged to deposit account  
☒ Enclosed  
☐ None required (government interest not affecting title)

**8. Payment Information**

a. Credit Card Last 4 Numbers 2003  
Expiration Date 01/09

b. Deposit Account Number 502720

Authorized User Name Randall B. Bateman

**9. Signature:**

Signature

June 8, 2007  
Date

Randall B. Bateman

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: \_\_\_\_\_

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

06/12/2007 11:14:17  
40.00 DP  
11142178  
0000022  
01 FC-002

ASSIGNMENT

Whereas, I

INVENTOR  
AND CITY(1) ESLEE BUCKLEY BARLOW  
County of SALT LAKEof HOLLADAY  
and State of UTAH

have invented certain improvements in

MOBILE BILLBOARD ADVERTISING SYSTEM &amp; APPARATUSES

DATES THAT and executed a United States patent application therefore on:

INVENTOR

SIGNED THE (1) \_\_\_\_\_, 2005

Whereas Frog Marketing, Inc., a corporation of Utah, having a place of business at 1578 West 7800 South, Suite 204, West Jordan, UT 84088, (hereinafter called Frog Marketing, Inc.), desires to acquire the entire right, title and interest in the said Application and invention, and to any United States and foreign patents to be obtained therefore;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, I, the above named, hereby sell, assign, and transfer to Frog Marketing, Inc., its successors and assigns, the entire right, title and interest in the said Application and invention therein disclosed for the United States and foreign countries, and all rights of priority resulting from the filing of said United States Application, and I request the Commissioner of Patents to issue any Letters Patent granted upon the inventions set forth in said Application to Frog Marketing, Inc., its successors and assigns; and I hereby agree that Frog Marketing, Inc. may apply for foreign Letters Patent on said invention and I will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by Frog Marketing, Inc..

I.  SIGNATURE OF INVENTOR5/31, 2006

ASSIGNMENT

Whereas, I

INVENTOR  
AND CITY(1) DENNIS GWAK  
County of SALT LAKEof SOUTH JORDAN  
and State of UTAH

have invented certain improvements in

MOBILE BILLBOARD ADVERTISING SYSTEM &amp; APPARATUSES

that was filed in a United States patent application on: (1) May 31, 2005,And a Declaration was signed on: March 3, 2006

Whereas Frog Marketing, Inc., a corporation of Utah, having a place of business at 1578 West 7800 South, Suite 204, West Jordan, UT 84088, (hereinafter called Frog Marketing, Inc.), desires to acquire the entire right, title and interest in the said Application and invention, and to any United States and foreign patents to be obtained therefore;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, I, the above named, hereby sell, assign, and transfer to Frog Marketing, Inc., its successors and assigns, the entire right, title and interest in the said Application and invention therein disclosed for the United States and foreign countries, and all rights of priority resulting from the filing of said United States Application, and I request the Commissioner of Patents to issue any Letters Patent granted upon the inventions set forth in said Application to Frog Marketing, Inc., its successors and assigns; and I hereby agree that Frog Marketing, Inc. may apply for foreign Letters Patent on said invention and I will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by Frog Marketing, Inc..

1.  SIGNATURE OF INVENTOR6/9/06, 2006

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**TRANSMITTAL  
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

5

Application Number

11/142,178

Filing Date

05-31-2005

First Named Inventor

Eslee Barlow

Art Unit

3622

Examiner Name

JANVIER, JEAN D

Attorney Docket Number

3614.FROG.PT

**ENCLOSURES (Check all that apply)**

Fee Transmittal Form



Fee Attached



Amendment/Reply



After Final



Affidavits/declaration(s)



Extension of Time Request



Express Abandonment Request



Information Disclosure Statement



Certified Copy of Priority Document(s)

Reply to Missing Parts/  
Incomplete ApplicationReply to Missing Parts  
under 37 CFR 1.52 or 1.53

Drawing(s)



Licensing-related Papers



Petition

Petition to Convert to a  
Provisional ApplicationPower of Attorney, Revocation  
Change of Correspondence Address

Terminal Disclaimer



Request for Refund



CD, Number of CD(s) \_\_\_\_\_



Landscape Table on CD



After Allowance Communication to TC

Appeal Communication to Board  
of Appeals and InterferencesAppeal Communication to TC  
(Appeal Notice, Brief, Reply Brief)

Proprietary Information



Status Letter

Other Enclosure(s) (please identify  
below):Assignment Recordation Cover Sheet  
Assignment  
Return Postcard**Remarks**The Commissioner is hereby authorized to credit any overpayment or debit any amount owing to  
Deposit Account 502720.**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm Name

Bateman IP Law Group

Signature

Printed name

Randall B. Bateman

Date

June 8, 2007

Reg. No.

37,774

**CERTIFICATE OF TRANSMISSION/MAILING**I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with  
sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on  
the date shown below:

Signature

Typed or printed name

Randall B. Bateman

Date

June 8, 2007

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number

Effective on 12/08/2004.  
Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

# FEE TRANSMITTAL

## For FY 2007

☒ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$)  
40.00

### Complete if Known

Application Number	11/142,178
Filing Date	05-31-2005
First Named Inventor	Eslee Barlow
Examiner Name	JANVIER, JEAN D
Art Unit	3622
Attorney Docket No.	3614.FROG.PT

### METHOD OF PAYMENT (check all that apply)

☐ Check ☒ Credit Card ☐ Money Order ☐ None ☐ Other (please identify):

☒ Deposit Account Deposit Account Number: 502720 Deposit Account Name: Randall B. Bateman

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☐ Charge fee(s) indicated below, except for the filing fee

☒ Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17 ☒ Credit any overpayments

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

### FEE CALCULATION

#### 1. BASIC FILING, SEARCH, AND EXAMINATION FEES

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

#### 2. EXCESS CLAIM FEES

Fee Description	Fee (\$)	Small Entity Fee (\$)
Each claim over 20 (including Reissues)	50	25
Each independent claim over 3 (including Reissues)	200	100
Multiple dependent claims	360	180

Total Claims Extra Claims Fee (\$) Fee Paid (\$)  
- 20 or HP = x =

HP = highest number of total claims paid for, if greater than 20.

Indep. Claims Extra Claims Fee (\$) Fee Paid (\$)  
- 3 or HP = x =

HP = highest number of independent claims paid for, if greater than 3.

#### 3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

Total Sheets Extra Sheets Number of each additional 50 or fraction thereof Fee (\$) Fee Paid (\$)  
- 100 = / 50 = (round up to a whole number) x =

#### 4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge): Assignment Recordation

Fees Paid (\$)

40.00

#### SUBMITTED BY

Signature		Registration No. (Attorney/Agent) 37,774	Telephone 801-533-0320
Name (Print/Type)	Randall B. Bateman	Date	June 8, 2007

This collection of information is required by 37 CFR 1.136. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

PATENT

RECORDED: 06/11/2007

REEL: 019431 FRAME: 0881