

RECORDATION FORM COVER SHEET

PATENTS ONLY

Atty Docket No. 2004P15545WOUS

To the Director of the U.S. Patents and Trademark Office: Please record the attached documents or the new address(es) below.

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

Felix Blank

Execution Date(s) 09/04/2007

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

2. Name and address of receiving party(ies)

Name: Siemens Aktiengesellschaft

Internal Address:

Street Address: Wittelsbacherplatz 2

City: Muenchen

State:

Country: GERMANY Zip: 80333

Additional Name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

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

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

A. Patent Application No.(s)  
11/663,867 (filed March 27, 2007)

This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached?  Yes  No

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

Name: Elsa Keller

Internal Address: Siemens Corporation

Intellectual Property Department

Street Address: 170 Wood Avenue South

City: Iselin

State: NJ Zip: 08830

Phone Number: 732-321-3028

Fax Number: 732-321-3014

Email Address: elsa.keller@siemens.com

6. Total number of applications and patents involved: ONE

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 \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 19-2179

Authorized User Name DANIEL J. STAUDT

9. Signature :

Signature

OCTOBER 5, 2007

Date

DANIEL J. STAUDT

Reg. No. 34,733

Total number of pages including cover sheet, attachments, and documents

3

Name of Person Signing

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

CH \$40.00 192179 11663867

ASSIGNMENT

For good and valuable consideration, I/we, the undersigned

**Felix Blank**  
residing at: **Bäckerbauerstr. 2**  
**81241 München**  
**GERMANY** residing at:

residing at: residing at:

residing at: residing at:

residing at: residing at:

hereby sell, assign, and transfer to

**Siemens Aktiengesellschaft**

a German corporation organized and existing under the laws of GERMANY, having its principal place of business in München, GERMANY herein the "Assignee", its successors, assigns and legal representatives the entire and exclusive right, title and interest in and for the United States, in all and to any improvements in the

(Title:) **Marketing method and communications system for implementing the marketing method**

disclosed in the PCT international application for Letters Patent designating the United States, said application being identified in our records as

Applicants File No. **2004P15545WOUS**  
and filed as PCT-application **PCT/EP2005/054406**

and in and to said application and all divisional, continuing substitute, renewal, reissue and all other applications for Letters Patent which have been or shall be filed in the United States on any of said improvements; and in and to all original and reissued patents which have been or shall be issued in the United States on said improvements;

IDNR: 4248 / 17.01.2007

hereby agree that said Assignee may apply for and receive Letters Patent for said improvements in its own name 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 agreement, the undersigned will execute all divisional, continuing substitute, renewal, reissue and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns and legal representatives all facts known to the undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns, or legal representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said improvements in said Assignee, its successors, assigns, and legal representatives; and

hereby 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 had been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Date: 4.9.2007

Felix Blank  
Felix Blank

Witnesses: Florian Nierhaus  
(type name)

[Signature]

Witnesses: Luzia Stephan  
(type name)

[Signature]

Date: \_\_\_\_\_

\_\_\_\_\_

Witnesses: \_\_\_\_\_  
(type name)

Witnesses: \_\_\_\_\_  
(type name)

Date: \_\_\_\_\_

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Witnesses: \_\_\_\_\_  
(type name)

Witnesses: \_\_\_\_\_  
(type name)