

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Donald M Bishop	10/20/2007
RECEIVING PARTY DATA	
Name:	MediaCell Licensing Corp
Street Address:	6950 S. Tucson Way
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State/Country:	COLORADO
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11618560
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ATTORNEY DOCKET NUMBER:	MEDI16USU1
NAME OF SUBMITTER:	Russell S. Krajec
Total Attachments: 1 source=MEDI16USU1 Assigment Executed 20Oct2007#page1.tif	

OP \$40.00 11618560

ASSIGNMENT OF PATENT APPLICATION

I/We, the undersigned (Assignor(s))(each) have agreed and hereby agree to assign to MediaCell Licensing, Inc.. (hereinafter Assignee), for good and valuable consideration, receipt of which is hereby acknowledged, and do hereby sell, assign and transfer to Assignee, its successors and assigns, the entire right, title and interest, including the right of priority, in, to and under an application for Letters Patent of the United States entitled: **Traffic Routing Based on Geophysical Location** and the invention(s) and improvement(s) set forth therein, and any and all continuation, continuations-in-part (C-I-P), divisional, reissue, and renewal of and substitutes for said application for said Letter Patent, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefore; and any reissues, or reexaminations, or extensions of said Letters Patent.

This patent application will be filed without this executed Assignment of Patent Application. Assignor hereby authorizes, and requests Assignee's legal representatives, of Krajec Patent Offices, LLC, 820 Welch Ave, Berthoud, Colorado 80513 who are associated with customer number 43344, to insert here in parenthesis (Application No. 11 618 560, filed 12/29/06) this APPLICATION's Application No. and filing date, when known.

I/We additionally authorize Assignee to file applications in my/our name for Letters Patent in any country, to be held and enjoyed by Assignee, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by me/us had this assignment, sale and transfer not been made;

AND I/we hereby covenant that I/we have full right to convey the entire interest herein assigned, and that I/we have not executed and will not execute any agreement in conflict herewith, and I/we further covenant and agree that I/we will, each time a request is made, and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said invention(s) or improvement(s), said application and said Letters Patent, to Assignee, its successors, assigns, nominees or legal representatives, and I/we agree to communicate to Assignee or to its nominee, all known facts respecting said invention(s) or improvement(s), said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisional, continuation, C-I-P, reissue, and foreign applications, to make all rightful oaths and declarations, and generally to do everything possible to aid Assignee, its successors, assigns, nominees and legal representatives to obtain and enforce, for its or their own benefit, proper patent protection for said invention(s) or improvement(s) in any and all countries provided the expenses which may be incurred by me/us in lending such cooperation and assistance are paid by Assignee.

AND I/we hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue to Assignee, as assignee of the entire right, title and interest, any and all Letters Patent for said invention(s) or improvement(s), including any and all Letters Patent of the United States which may be issued and granted on or as a result of the application aforesaid, in accordance with the terms of this assignment.

IN WITNESS WHEREOF, I/we hereunto set my/our hand(s) and seal(s):

[Signature]
Inventor's Signature (Seal)
Inventor's Typed Name: **Donald M. Bishop**

20 OCT 2007
Date:

State of Colorado)
County of Douglas) ss.:

Before me this 20 day of Oct, 2007, personally appeared Donald M. Bishop who is personally known or proved to me on the basis of satisfactory evidence to be the person who acknowledged the foregoing instrument of assignment to be his/her free act and deed.

Notary Public: [Signature]

My Commission Expires: 2.14.2010

