

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Venson M. Shaw</td><td>09/19/2007</td></tr><tr><td>Coulter C. Henry Jr.</td><td>09/19/2007</td></tr><tr><td>Linda Stanley Giles</td><td>09/24/2007</td></tr><tr><td>Robert Z. Evora</td><td>09/19/2007</td></tr></tbody></table>	Name	Execution Date	Venson M. Shaw	09/19/2007	Coulter C. Henry Jr.	09/19/2007	Linda Stanley Giles	09/24/2007	Robert Z. Evora	09/19/2007	
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Linda Stanley Giles	09/24/2007										
Robert Z. Evora	09/19/2007										
RECEIVING PARTY DATA											
Name:	AT&T Mobility II LLC										
Street Address:	5565 Glenridge Connector										
City:	Atlanta										
State/Country:	GEORGIA										
Postal Code:	30342										
PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11860611</td></tr></tbody></table>	Property Type	Number	Application Number:	11860611							
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CORRESPONDENCE DATA											
Fax Number:	(404)459-4217										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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Email:	mmiller@woodcock.com										
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Address Line 2:	2929 Arch Street										
Address Line 4:	Philadelphia, PENNSYLVANIA 19104-2891										
ATTORNEY DOCKET NUMBER:	ATTM-1090/C07-071-0CP1										
NAME OF SUBMITTER:	Michelle D. Miller										
Total Attachments: 5											

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PATENT
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ASSIGNMENT

WHEREAS, we Venson M. Shaw, Coulter C. Henry, Jr.; Linda Stanley Giles and Robert Z. Evora, hereinafter referred to as the assignors, residing respectively at 4720 117th Place NE, Kirkland, Washington 98033; 1660 Pineridge Court, Marietta, Georgia 30066; 2405 Darby Lane, Powder Springs, Georgia 30127; And 4741 Planters Walk, Douglasville, Georgia 30135 are the joint inventors of certain inventions or improvements for which we have made application for Letters Patent to the United States, identified as Case No. CING-1090/C07-071-0CP1, entitled **CLASSIFICATION ENGINE FOR DYNAMIC E-ADVERTISEMENT CONTENT INSERTION**; and

WHEREAS, AT&T Mobility II LLC, hereinafter referred to as the assignee, of 5565 Glenridge Connector, Atlanta, Georgia 30342, a limited liability company of Delaware, is desirous of acquiring the entire right, title and interest in and to the said inventions or improvements and in and to the said application, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in any and all countries.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, we, the said assignors, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over to said assignee, the entire right, title and interest in and to said inventions or improvements and said application and any and all continuations, divisions and renewals of and substitutes for said application, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in the United States and any and all other countries, and any reissue or reissues or extension or extensions of said Letters Patent, including the full right to sue for and collect damages for past violations of provisional rights having arisen from any publication of said application or any continuations, divisions, or renewals of or substitutes for said application. We further assign to and authorize said assignee, to file in our names applications for Letters Patent in all countries, the same to be held and enjoyed by said 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 us had this assignment, sale and transfer not been made.

AND we hereby covenant that we have full right to convey the entire interest herein assigned, and that we have not executed and will not execute any agreement in conflict herewith, and we further covenant and agree that we will each time 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 inventions or improvements, said application and said Letters Patent to said assignee, its successors, assigns, nominees, or legal representatives, and each of us agrees to communicate to said assignee or to its nominee all known facts respecting said inventions or improvements, said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisional, continuing, reissue and foreign applications, to make all rightful oaths, and generally to do everything

DOCKET NO.: CING-1090/C07-071-0CP1

PATENT
Joint Inventors
(Pending Application;
Application No. Unknown)

possible to aid said assignee, its successors, assigns, nominees and legal representatives to obtain and enforce for its or their own benefit proper patent protection for said inventions or improvements in any and all countries.

AND 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 said assignee, as assignee of the entire right, title and interest, any and all Letters Patent for said inventions or improvements, 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.

AND this Assignment may be executed in multiple counterparts, each of which shall be deemed to be an original of this Assignment. Additionally, we hereby authorize our attorneys to collect the signature pages of each executed counterpart and to attach those signature pages to a single copy of this instrument, which single copy and attached signature pages together shall constitute an original of this Assignment.

We further authorize and direct our attorneys to insert below* the application number and filing date of said application now identified as Case No. CING-1090/C07-071-0CP1 as soon as the same shall have been made known to them by the United States Patent Office.

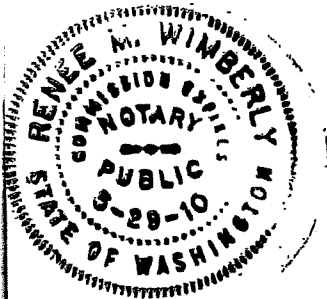
IN WITNESS WHEREOF, we have hereunto set our hands and seals.

Sep 19 2007. [Signature] (L.S.)
Date Venson M. Shaw

STATE OF Washington :
COUNTY OF King : SS

On this 19th day of September, year of 2007, before me personally came the above named Venson M. Shaw to me personally known and known to me to be the same individual who executed the foregoing assignment, and who acknowledged to me that execution of the same was of that person's own free will for the use and purposes therein set forth.

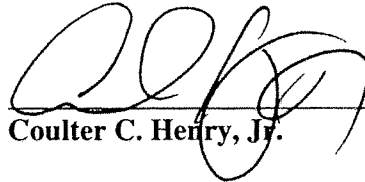
[Signature]
Notary Public



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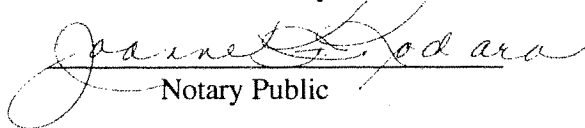
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Joint Inventors
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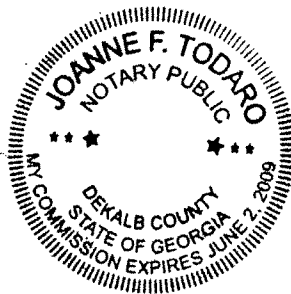
9/19/07
Date

 (L.S.)
Coulter C. Henry, Jr.

STATE OF Georgia :
COUNTY OF Fulton : SS

On this 19th day of September, year of 2007, before me personally came the above named **Coulter C. Henry, Jr.** to me personally known and known to me to be the same individual who executed the foregoing assignment, and who acknowledged to me that execution of the same was of that person's own free will for the use and purposes therein set forth.


Notary Public



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PATENT
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(Pending Application;
Application No. Unknown)

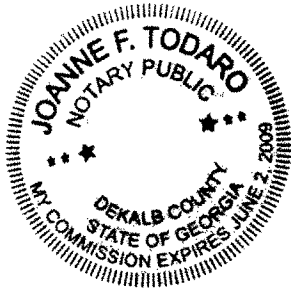
9/24/2007
Date

Linda Stanley Giles (L.S.)
Linda Stanley Giles

STATE OF Georgia :
COUNTY OF Fulton : SS

On this 24th day of September, year of 2007, before me personally came the above named **Linda Stanley Giles** to me personally known and known to me to be the same individual who executed the foregoing assignment, and who acknowledged to me that execution of the same was of that person's own free will for the use and purposes therein set forth.

Joanne F. Todaro
Notary Public



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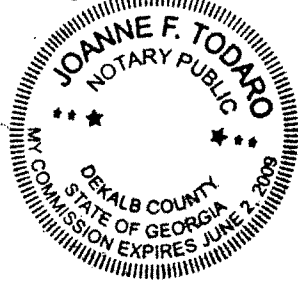
PATENT
Joint Inventors
(Pending Application;
Application No. Unknown)

9/19/07
Date

[Signature] (L.S.)
Robert Z. Evora

STATE OF Georgia :
: SS
COUNTY OF Fulton :

On this 19th day of September, year of 2007, before me personally came the above named **Robert Z. Evora** to me personally known and known to me to be the same individual who executed the foregoing assignment, and who acknowledged to me that execution of the same was of that person's own free will for the use and purposes therein set forth.



[Signature]
Notary Public

*The above assignment covers Application No.

11/860,611, filed on September 25, year of 2007.

The above insertion made by me this 9th day of
November, year of 2007.

of /Michelle D. Miller/
WOODCOCK WASHBURN LLP

Name:

Registration No.