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

1. Name of conveying party(ies)

CYBER WORLD GROUP

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

2. Name and address of receiving party(ies)

Name: David E. LEB

Internal Address: _____

Street Address: 8 Holly Road

City: Hampstead

State: Quebec

Country: Canada Zip: H3X 3K7

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

3. Nature of conveyance/Execution Date(s):

Execution Date(s) September 25, 2007

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

4. Application or patent number(s):

A. Patent Application No.(s)

This document is being filed together with a new application.

B. Patent No.(s)

6,742,293

Additional numbers attached? Yes No

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

Name: ROBIC

Internal Address: _____

Street Address: 1001 Square-Victoria, Bloc E, 8th Floor

City: Montreal

State: Quebec, CANADA Zip: H2Z 2B7

Phone Number: (514) 987-6242

Fax Number: (514) 845-7874

Email Address: info@robic.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 _____
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b. Deposit Account Number 18-1640

Authorized User Name ROBIC

9. Signature:

Signature

Louis-Pierre Gravelle, Reg. No. 44,429
Name of Person Signing

11/21/2007 NJAMA1 00000088 181640 6742293
01 FC:0021 Nov 16, 2007
Date

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

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Les soussignés (le soussigné):

The undersigned:

CYBER WORLD GROUP

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complète est):

whose full post office addresses are (address
is):

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Moyennant la somme de un dollar, payé à
nous (moi) par :

in consideration of one dollar, to us (me) paid
by:

David E. LEB

(ci-après appelé cessionnaire)

(hereinafter referred to as the assignee)

dont l'adresse postale complète est:

whose full post office address is:

8 Holly Road, Hampstead, Quebec, CANADA, H3X 3K7

dont quittance est par les présentes reconnue,
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ADVERTISING SYSTEM

telle que décrite en détail et/ou revendiquée:

as fully described and/or claimed:

dans le/les demandes/brevets suivants:

in the following patent applications/patents:

U.S. Patent No. 6,742,293; 
U.S. Patent Application No. 10/842,627;
Australian Patent Application No. 2003203100;
Chinese Patent Application No.03807977.1;
Mexican Patent Application No. PA/a/2004/007792;
Brazilian Patent Application No. 0307688-1;
Japanese Patent Application No. 2003-568640;
European Patent No. 1 474 794 (and all its national validations); and
Hong Kong Patent No. 1071221

et tous nos (mes) droit, titre et intérêt correspondants dans et à tout brevet qui peut en découler au Canada, aux États-Unis ou ailleurs.

Nous nous engageons (je m'engage) également à signer tous les documents et formulaires qui pourraient s'avérer nécessaires pour déposer d'autres demandes au Canada, aux États-Unis et ailleurs dans le monde sur cette invention ou sur toute invention décrite dans la demande et/ou brevet, au nom du cessionnaire.

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Nous donnons (je donne) le pouvoir à la firme ROBIC, CENTRE CDP CAPITAL, 1001, Square Victoria - Bloc E - 8^{ième} Étage, Montréal, Québec, CANADA, H2Z 2B7, d'insérer d'autres informations, tel la date d'exécution, ou le numéro de la demande et la date de dépôt de la demande lorsque ces informations seront connues.

La présente *Convention* est régie et interprétée conformément aux lois du Québec et aux lois du Canada qui s'y appliquent.

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and to all our (my) corresponding right, title and interest in and to any patent which may issue therefore in the United States, Canada or elsewhere throughout the world.

We (I) further agree to execute all the Forms and papers that may be necessary to file other applications in the United States, Canada and everywhere else throughout the world, on the above invention or any invention described in said application(s) and/or patent(s), in the name of the Assignee.

We (I) also agree to communicate to the Assignee or his representatives any facts known to us (me) respecting said invention, make all rightful oaths and generally do everything possible to aid said Assignee, its (his) successors and assignees, to obtain and enforce proper protection for said invention in the United States, Canada and everywhere else throughout the world.

The undersigned hereby grant(s) the firm of ROBIC, CENTRE CDP CAPITAL, 1001, Victoria Square - Bloc E - 8th Floor, Montreal, Quebec, CANADA, H2Z 2B7, the power to insert further identification such as the execution date, or the application number and the filing date of the application when known.

This *Agreement* shall be governed by and construed in accordance with the applicable laws of the Province of Quebec and Canada applicable therein.

In case of contradiction between the English and French versions, the meaning that best conforms to the subject matter of this agreement shall apply. Words susceptible of two meanings shall also be given the meaning that best conforms to the subject matter of this agreement.

SIGNÉ à/
SIGNED at

Montreal Qc Canada
(Ville/City) (Province) (Pays/Country)

Ce/
This

25 09 2007
(jour/day) (mois/month) (année/year)

Par/By: CYBER WORLD GROUP

TÉMOIN / WITNESS

Adriana Porco
Nom complet/

Full Name: Adriana Porco

[Signature]
Nom/Name:

Titre/Title: President

LU ET APPROUVÉ / READ AND APPROVED

SIGNÉ à/
SIGNED at

Montreal Qc Canada
(Ville/City) (Province) (Pays/Country)

Ce/
This

25 09 2007
(jour/day) (mois/month) (année/year)

[Signature]

David LEB