

U.S. PTO

11/984244

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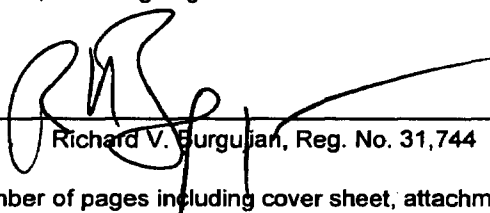
11-23-2007

U.S. Department of Commerce  
Patent and Trademark Office  
Attorney Docket No. 08011.3030-0001

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To the Director of the U.S. Patent and  
Please record the attached original do

|  |   |  |                 |
|--|---|--|-----------------|
| 1. Name of conveying party(ies):<br>Hans Marius HOLTAN   |   | 2. Name and address of receiving party(ies):<br>Name: ADVERTISING.COM, INC.  |                 |
| Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No   |   | Internal Address:  |                 |
| 3. Nature of conveyance:   |   | Street Address: 1020 Hull Street, Ivory Building   |                 |
| <input checked="" type="checkbox"/> Assignment   | <input type="checkbox"/> Merger                         | City: Baltimore  |                 |
| <input type="checkbox"/> Security Agreement  | <input type="checkbox"/> Change of Name                 | State: MD  | Zip Code: 21230 |
| <input type="checkbox"/> Joint Research Agreement  | <input type="checkbox"/> Government Interest Assignment | Additional name(s) & Address(es) attached?<br><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No        |                 |
| <input type="checkbox"/> Executive Order 9494, Confirmatory License  | <input type="checkbox"/> Other:                         |  |                 |
| Execution Date: November 5, 2007   |   |  |                 |
| 4. Application number(s) or patent number(s): If this document is being filed together with a new application, the execution date of the application: November 5, 2007 |   |  |                 |
| A. Patent Application Number(s):   |   | B. Patent Number(s):   |                 |
| Additional numbers attached?   |   | <input type="checkbox"/> Yes <input type="checkbox"/> No   |                 |
| 5. Name and address of party to whom correspondence concerning document should be mailed:  |   | 6. Total number of applications and patents involved<br>1  |                 |
| Name: Richard V. Burgujian (202) 408-4000  |   | 7. Total fee (37 CFR 1.21(h) and 3.41): \$40   |                 |
| Internal Address: FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, L.L.P.   |   | <input checked="" type="checkbox"/> Enclosed (Please charge deficiency or credit overpayment to deposit account 06-0916) |                 |
| Street Address: 901 New York Avenue, N.W.  |   | <input type="checkbox"/> Authorized to be charged to deposit account   |                 |
| City: Washington, D.C.   |   |  |                 |
| State: Zip: 20001-4413   |   | 8. Deposit Account No.: 06-0916  |                 |
| 9. Statement and signature.  |   |  |                 |
| To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.                   |   |  |                 |
| Signed: <br>Richard V. Burgujian, Reg. No. 31,744                                   |   | 11/15/07<br>Date   |                 |
| Total number of pages including cover sheet, attachments and documents: 2  |   |  |                 |

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PATENT  
REEL: 020155 FRAME: 0211

## ASSIGNMENT

WHEREAS I, the below named inventor, hereinafter referred to as Assignor, have made an invention entitled:

### SYSTEMS AND METHODS FOR ALLOCATING ELECTRONIC ADVERTISING OPPORTUNITIES

for which I executed an application for United States Letters Patent concurrently herewith; and

WHEREAS, **ADVERTISING.COM, INC.**, a corporation of Maryland whose post office address is 1020 Hull Street, Ivory Building, Baltimore, Maryland 21230, hereinafter referred to as Assignee, is desirous of securing the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to the application for United States Letters Patent on this invention and the Letters Patent to be issued upon this application;

NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from Assignee is hereby acknowledged, I, as Assignor, have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, my entire right, title, and interest in and to this invention, and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, as well as all rights to claim priority on the basis of this application, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof; and I hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, I HEREBY covenant that I have the full right to convey the interest assigned by this Assignment, and I have not executed and will not execute any agreement in conflict with this Assignment;

AND, I HEREBY further covenant and agree that I will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

IN TESTIMONY WHEREOF, I have hereunto set my hand.

Name: Hans Marius HOLTAN  
Address: 122 S. 12<sup>th</sup> Street  
San Jose, CA 95112

By:

*Hans Marius Holtan*

Date:

*Nov. 5, 2007*