

Form PTO-1595 (Rev. 07/05)
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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)

David Small, Canhui Ou, Raghvendra Savoor, Stephon Sposato

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

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

Execution Date(s) 10/1/2007 and 10/26/2007

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

2. Name and address of receiving party(ies)

Name: ATT Knowledge Ventures, L.P.

Internal Address: _____

Street Address: 645 E. Plumb Lane

City: Reno

State: Nevada

Country: US Zip: 89502

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

4. Application or patent number(s):

A. Patent Application No.(s)
11/894,054

☐ This document is being filed together with a new application.
B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: G. Michael Roebuck

Internal Address: _____

Street Address: 6750 W. Loop South Ste. 920

City: Bellaire

State: TX Zip: 77401

Phone Number: 713-400-1100

Fax Number: 713-400-1106

Email Address: mroebuck@roebuckdlaw.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40

- ☒ Authorized to be charged by credit card
☐ Authorized to be charged to deposit account
☐ Enclosed
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9. Signature:

G. Michael Roebuck
Signature

12/27/2007
Date

G. Michael Roebuck

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 8

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Attorney Docket No. 2007-0208 (ATT2041)

ASSIGNMENT

WHEREAS, David Small, a citizen of USA, residing at 11277 Bay Laurel St., Dublin, California 94568; Canhui Ou, a citizen of China, residing at 1094 Creston Rd., Berkeley, California 94708; Raghvendra Savoor, a citizen of USA, residing at 2936 Velvet Way, Walnut Creek, California 94596; and Stephen Sposato, a citizen of USA, residing at 3186 Lucas Dr., Lafayette, California 94549 and hereinafter called the "Assignors", have made the invention described in the United States patent application entitled "TARGETED ONLINE, TELEPHONE AND TELEVISION ADVERTISEMENTS BASED ON CROSS-SERVICE SUBSCRIBER PROFILING", Attorney Docket No. 2007-0208 (ATT2041), for a full description of which reference is here made to an application for Letters Patent of the United States filed on August 17, 2007 and assigned Application Serial No. 11/894,054; and

WHEREAS, ATT KNOWLEDGE VENTURES, L.P., a partnership organized and existing under the laws of the State of Nevada, having a place of business at 645 E. Plumb Lane, Reno, Nevada 89502, hereinafter called the "Assignee", desires to acquire the entire right, title and interest for the United States of America and elsewhere throughout the world in and to said invention and the patent application identified above, including any and all divisions and continuations thereof and any and all Letters Patent which may be granted thereon, including any and all renewals, reissues and prolongations thereof.

NOW, THEREFORE in consideration of the sum of One Dollar (\$1.00) and other valuable and legally sufficient consideration, the receipt of which by the Assignors from the Assignee is hereby acknowledged, the Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefore in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term and terms for all such patents.

AND said Assignors hereby covenant and agree, for both the Assignors and the Assignors' legal representatives, that the Assignors will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of

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Attorney Docket No. 2007-0208 (ATT2041)

any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignors will execute and deliver to the Assignee to carry out the terms of this Assignment. Assignors authorize attorney or agent to fill in the U.S. Application Serial No. above, if required.

AND said Assignors authorize and request the Commissioner of Patents to issue Letters Patent on said application, and on any all divisions and continuations thereof, to said Assignee, its assigns and legal representatives, in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, this Assignment is executed by said Assignors, on the date(s) listed below.

Name of First Inventor:

David Small

Signature of First Inventor:



Date:

10/1/07Witnesses for First Inventor

First Witness:

 10/1/07
Signature / DateJanice Mooser

Full Name (printed)

Second Witness:

 10/1/2007
Signature / DateJohn P. Van Slyke

Full Name (printed)

Name of Second Inventor:

Chanhui Ou

Signature of Second Inventor:

PATENT

REEL: 020310 FRAME: 0113

Attorney Docket No. 2007-0208 (ATT2041)

any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignors will execute and deliver to the Assignee to carry out the terms of this Assignment. Assignors authorize attorney or agent to fill in the U.S. Application Serial No. above, if required.

AND said Assignors authorize and request the Commissioner of Patents to issue Letters Patent on said application, and on any all divisions and continuations thereof, to said Assignee, its assigns and legal representatives, in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, this Assignment is executed by said Assignors, on the date(s) listed below.

Name of First Inventor: David Small

Signature of First Inventor: _____

Date: _____

Witnesses for First Inventor

First Witness: _____
Signature / Date

Full Name (printed)

Second Witness: _____
Signature / Date

Full Name (printed)

Name of Second Inventor: Chanhui Ou

Signature of Second Inventor: 

Attorney Docket No. 2007-0208 (ATT2041)

Date:

10/26/07Witnesses for Second Inventor

First Witness:

S. Rm 10/26/07

Signature / Date

RAGHAVAN SRINIVASAN

Full Name (printed)

Second Witness:

Alex de Winter 10/26/07

Signature / Date

Alex de Winter

Full Name (printed)

Name of Third Inventor:

Raghendra Savor

Signature of Third Inventor:

Date:

Witnesses for Third Inventor

First Witness:

Signature / Date_____
Full Name (printed)

Second Witness:

Signature / Date_____
Full Name (printed)

Name of Fourth Inventor:

Stephen Sposato

Signature of Fourth Inventor:

Date:

Witnesses for Fourth Inventor

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Attorney Docket No. 2007-0208 (ATT2041)

Date: _____

Witnesses for Second Inventor

First Witness: _____

Signature / Date

Full Name (printed)

Second Witness: _____

Signature / Date

Full Name (printed)

Name of Third Inventor: _____

Raghvendra Savor

Signature of Third Inventor: _____

Date: _____

Witnesses for Third Inventor

First Witness: _____

Signature / Date

ORESTIS MANTHOULLIS

Full Name (printed)

Second Witness: _____

Signature / Date

MENG FENG TSAI

Full Name (printed)

Name of Fourth Inventor: _____

Stephen Sposato

Signature of Fourth Inventor: _____

Date: _____

Witnesses for Fourth Inventor

PATENT

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Attorney Docket No. 2007-0208 (ATT2041)

First Witness:

Wang 10/1/07
Signature / Date

Jin Wang
Full Name (printed)

Second Witness:

[Signature] 10/1/07
Signature / Date

STEVEN GEMELOS
Full Name (printed)