

Client/Matter No. 13522-6 (955043)

RECORDATION FORM COVER SHEET PATENTS ONLY

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)/Execution Date:

LOUIS F. MENDITTO
FEBRUARY 4, 2008

KENNETH DAVIDSON
FEBRUARY 19, 2008

RICHARD L. GRAY
FEBRUARY 4, 2008

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No
2. Name and Address of receiving Party(ies):

Name: CISCO TECHNOLOGY, INC.

Internal Address:

Street Address: 170 West Tasman Dr.

City: San Jose

State: California

Country: U.S.A. Zip: 95134

Additional name(s) and addresses attached? ☐ Yes ☒ No**3. Nature of Conveyance:**

Execution Date(s): February 4, 2008; February 19, 2008; February 4, 2008

☒ Assignment☐ Change of Name☐ Executive Order 9424, Confirmatory License☐ Security Agreement☐ Merger☐ Joint Research Agreement☐ Government Interest Assignment ☐ Other _____**4. Application or patent number(s).**☐ This document is being filed together with a new application.

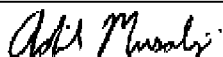
A. Patent Application No.(s)

B. Patent No.(s)

12/015,140

Additional numbers attached? ☐ Yes ☒ No**5. Name and address of party to whom correspondence concerning document should be mailed:**

BRINKS HOFER GILSON & LIONE
P.O. BOX 10395
CHICAGO, IL 60610
(312) 321-4200
(312) 321-4299 Fax

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 Acct. No. 23-1925☐ Enclosed☐ None required (government interest not affecting title)**8. Payment Information:**a. ☐ Credit Card: Last 4 Numbers
Expiration Dateb. ☒ Charge fee and/or any Deficiencies to Deposit
Account Number 23-1925
Authorized User Name: Brinks Hofer Gilson & Lione


Signature

March 5, 2008

Date

Adil M. Musabji, Reg. No. 58,728

Name of Person Signing

Total no. of pages including coversheet, attachments and documents: 3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, PO Box 1450, Alexandria, VA 22313-1450

PATENT**REEL: 020605 FRAME: 0971****700362835**

CH \$40.00 231925 12015140

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ASSIGNMENT

WHEREAS, Louis F. Menditto, Kenneth Davidson, and Richard L. Gray, hereinafter called the "Assignors", have made the invention described in the United States patent application entitled ELECTRONIC ADVERTISING USING DISTRIBUTED DEMOGRAPHICS, executed by Assignors on the same date as, or on a date prior to, this Assignment;

WHEREAS, Cisco Technology, Inc., a California Corporation, having a place of business at 170 West Tasman Dr., San Jose, CA 95134, hereinafter called the "Assignee", desires to acquire the entire right, title and interest in and to the invention and the patent application identified above, and all patents which may be obtained for said invention, as set forth below;

NOW, THEREFORE, in consideration of my employment by said corporation, 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 applications 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 therefor 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; together with the right to recover all damages, including, but not limited to, a reasonable royalty, by reason of past, present, or future infringement or any other violation of patent or patent application rights; 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 or terms for all such patents.

The 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 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


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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 any and all additional papers which may be requested by the Assignee to carry out the terms of this Assignment.

The Commissioner of Patents and Trademarks is hereby authorized and requested to issue patents to the Assignee in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, the Assignors have executed this agreement.

DATE:

4 February 2008

 Louis F. Menditto

WITNESSED:

DATE:


4 February 2008



DATE:

2/4/2008

DATE:

19 February 2008

 Kenneth Davidson

WITNESSED:

DATE:

19 February 2008



DATE:

19 FEB 2008

DATE:

4 February 2008

 Richard L. Gray

WITNESSED:

DATE:

4 February, 2008



DATE:

4 February 2008