

**PATENT ASSIGNMENT**

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<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
DANNY SOROKER	02/26/2008
<b>RECEIVING PARTY DATA</b>	
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<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	12034700
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Total Attachments: 2

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ASSIGNMENT

Whereas, we

Inventors	(1) <u>DANIEL M. COFFMAN</u> County of <u>FAIRFIELD</u>	City of <u>BETHEL</u> and State of <u>CONNECTICUT</u>
	(2) <u>HERBERT S. McFADDEN</u> County of <u>WESTCHESTER</u>	City of <u>YORKTOWN HEIGHTS</u> and State of <u>NEW YORK</u>
	(3) <u>CHANDRASEKHAR NARAYANASWAMI</u> County of <u>FAIRFIELD</u>	City of <u>WILTON</u> and State of <u>CONNECTICUT</u>
	(4) <u>DANNY SOROKER</u> County of <u>WESTCHESTER</u>	City of <u>LARCHMONT</u> and State of <u>NEW YORK</u>

have invented certain improvements in

Title PERVASIVE SYMBIOTIC ADVERTISING SYSTEM AND METHODS THEREFOR

Dates That Inventors Signed and have executed, respectively, a United States patent application therefor on

Inventors Signed	(1) _____, 2008,	(2) _____, 2008,
	(3) _____, 2008,	(4) <u>Feb 26</u> , 2008,

Whereas INTERNATIONAL BUSINESS MACHINES CORPORATION, a corporation of New York, having a place of business at Armonk, New York 10504 (hereinafter called IBM) and INSTITUTE FOR INFORMATION TECHNOLOGY ADVANCEMENT, an agency of the Ministry of Information and Communication of the Republic of Korea, having a place of business at Yuseong-gu in the province of Daejeon, Korea (hereinafter called IITA) each desires to acquire an undivided right, title, and interest in the said application and invention, and to any United States and foreign patents to be obtained therefor.

Now therefore, for a valuable consideration, receipt of which is hereby acknowledged, we, the above named, hereby sell, assign, and transfer to IBM and IITA (and to their respective successors and assigns) as joint owners and not as owners in common, in accordance with the terms of the Intellectual Property Agreement dated May 15, 2004 between IBM Korea, Inc. and IITA, the entire right, title and interest in the said application and invention therein disclosed for the United States and foreign countries, and in all foreign countries, and all rights of priority resulting from the filing of said United States application, and we request the Commissioner of Patents to issue any Letters Patent granted upon the inventions set forth in said application to IBM and IITA (and to their respective successors and assigns) in joint ownership; and we hereby agree that IBM and IITA may jointly apply for foreign Letters Patent on said invention and we will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by IBM and IITA.

We hereby agree that this assignment agreement shall be construed in accordance with the laws of the State of New York.

City (1) Signed at \_\_\_\_\_.

Date, on Date \_\_\_\_\_, 2008.

Signature Inventor \_\_\_\_\_ signature  
(DANIEL M. COFFMAN)

City (2) Signed at \_\_\_\_\_.

Date, on Date \_\_\_\_\_, 2008.

Signature \_\_\_\_\_ signature  
Inventor (HERBERT S. MCFADDIN)


City (3) Signed at \_\_\_\_\_.

Date, on Date \_\_\_\_\_, 2008.

Signature \_\_\_\_\_ signature  
Inventor (CHANDRASEKHAR NARAYANASWAMI)

City (4) Signed at Hawthorne, NY.

Date, on Date Feb 26, 2008.

Signature  signature  
Inventor (DANNY SOROKER)