

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>David C. Sobotka</td> <td>02/22/2008</td> </tr> <tr> <td>Sudhir Tonse</td> <td>01/28/2008</td> </tr> <tr> <td>Brock Daniel LaPorte</td> <td>03/18/2008</td> </tr> <tr> <td>Mike Macadaan</td> <td>03/10/2008</td> </tr> <tr> <td>David J. Liu</td> <td>02/26/2008</td> </tr> </tbody> </table>		Name	Execution Date	David C. Sobotka	02/22/2008	Sudhir Tonse	01/28/2008	Brock Daniel LaPorte	03/18/2008	Mike Macadaan	03/10/2008	David J. Liu	02/26/2008
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Mike Macadaan	03/10/2008												
David J. Liu	02/26/2008												
RECEIVING PARTY DATA													
Name:	AOL LLC												
Street Address:	22000 AOL Way												
City:	Dulles												
State/Country:	VIRGINIA												
Postal Code:	20166												
PROPERTY NUMBERS Total: 1													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12031340</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12031340								
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Application Number:	12031340												
CORRESPONDENCE DATA													
Fax Number:	(801)328-1707												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Email:	vrobinson@wnlaw.com												
Correspondent Name:	Workman Nydegger												
Address Line 1:	60 East South Temple												
Address Line 2:	1000 Eagle Gate Tower												
Address Line 4:	Salt Lake City, UTAH 84111												
ATTORNEY DOCKET NUMBER:	15690.137												
NAME OF SUBMITTER:	Sara D. Jones												

OP \$40.00 12031340

Total Attachments: 6

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WHEN RECORDED RETURN TO:

PATENT APPLICATION
Docket No: 15690.137

Workman Nydegger
1000 Eagle Gate Tower
60 East South Temple
Salt Lake City, Utah 84111

ASSIGNMENT

I/We the undersigned, hereinafter collectively referred to as "Assignor", have made an invention entitled ACTIVE AND PASSIVE PERSONALIZATION TECHNIQUES. Preferred embodiments of said invention are disclosed in a United States patent application which:

- is executed concurrently herewith for filing in the United States Patent and Trademark Office and has been assigned Application Serial No _____, with a filing date of _____.
- was previously filed in the United States Patent and Trademark Office on February 14, 2008 as Application Serial No. 12/031,340.
- is a United States National Application of PCT International Application No. _____, filed _____.

(The attorneys of Workman Nydegger are hereby authorized to insert the serial number and filing date when known.)

The Assignee, AOL LLC, a Delaware limited liability company (formerly known as America Online, Inc.), having a principal place of business at 22000 AOL Way, Dulles, Virginia 20166 desires to secure the entire right, title and interest in said invention and the patent application filed thereon.

In consideration of One Dollar (\$1.00) and other good and valuable consideration paid to Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE:

The entire right, title and interest in said invention and in the above-identified United States patent application and in all divisions, continuations and continuations-in-part of said application, or reissues or extensions of Letters Patent or Patents granted thereon, and in all corresponding applications filed in countries foreign to the United States, and in all patents issuing thereon in the United States and foreign countries.

The right to file foreign patent applications on said invention in its own name, wherever such right may be legally exercised, including the right to claim the benefits of the International Convention for such applications.

Assignor hereby authorizes and requests the United States Commissioner for Patents, and such Patent Office officials in foreign countries as are duly authorized by their patent laws to issue patents, to issue any and all patents on said invention to the Assignee as the owner of the entire interest, for the sole use and behoof of the said Assignee, its successors, assigns and legal representatives.

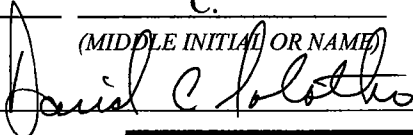
Assignor hereby agrees, without further consideration and without expense to Assignee, to sign all lawful papers and to perform all other lawful acts which the Assignee may request of Assignor to make this Assignment fully effective, including, by way of example but not of limitation, the following:

Prompt execution of all original, divisional, substitute, reissue, and other United States and foreign patent applications on said invention, and all lawful documents requested by the Assignee to further the prosecution of any of such patent applications.

Cooperation to the best of the Assignor's ability in the execution of all lawful documents, the production of evidence, nullification, reissue, extension, or infringement proceedings involving said invention.

This assignment and agreement shall be binding upon Assignor's heirs and legal representatives.

Inventor 1

David	C.	Sobotka
<small>(GIVEN NAME)</small>	<small>(MIDDLE INITIAL OR NAME)</small>	<small>FAMILY (OR LAST NAME)</small>
Inventor's signature		Date <u>2/22</u> , 2008

Docket No. 15690.137

Inventor 2

<u>Sudhir</u> <small>(GIVEN NAME)</small>	<u></u> <small>(MIDDLE INITIAL OR NAME)</small>	<u>Tonse</u> <small>FAMILY (OR LAST NAME)</small>
Inventor's signature <u>Sudhir Tonse</u>		Date <u>1/28</u> / <u> </u> , 200 <u>2</u>


Docket No. 15690.137

Inventor 3

Brock Daniel LaPorte
(GIVEN NAME) (MIDDLE INITIAL OR NAME) FAMILY (OR LAST NAME)
Inventor's signature Brock Daniel LaPorte Date 3/18, 2008

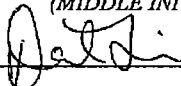
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Inventor 4

<u>Mike</u>	<u></u>	<u>Macadaan</u>
<i>(GIVEN NAME)</i>	<i>(MIDDLE INITIAL OR NAME)</i>	<i>FAMILY (OR LAST NAME)</i>
Inventor's signature 		Date <u>3/10</u> , 200 <u>8</u>

Socket No. 15690.137

Inventor 5

David J. Liu
(GIVEN NAME) (MIDDLE INITIAL OR NAME) FAMILY (OR LAST NAME)
Inventor's signature  Date 2/26, 2008