

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT		
CONVEYING PARTY DATA			
Name		Execution Date	
Blyk Services Oy		11/20/2007	
RECEIVING PARTY DATA			
Name:	CVON Innovations Limited		
Street Address:	22 Ganton Street		
City:	W1F 7BY London		
State/Country:	UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number		
Application Number:	12019966		
CORRESPONDENCE DATA			
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ATTORNEY DOCKET NUMBER:	45230-46371		
NAME OF SUBMITTER:	Christine H. McCarthy		
Total Attachments: 1			
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ASSIGNMENT

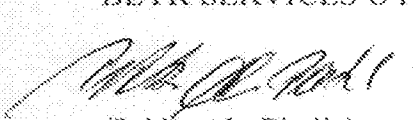
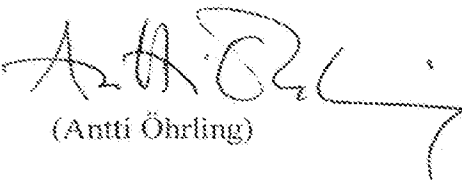
WHEREAS, Blyk Services Oy (hereinafter "Assignor"), a private limited company organised and existing under the laws of Finland and having its registered office at Mikonkatu 17 B, 00100 Helsinki, Finland, is the beneficial owner of **Ad Sponsoring for Mobile Devices based on Download Size**, an invention described in the patent application No. 704837.4 filed on 13.3.2007 with the UK Patent Office;

WHEREAS, CVON Innovations Limited (hereinafter "Assignee"), a private limited company organised and existing under the laws of England and having its registered office at 22 Ganton Street, W1F 7BY London, United Kingdom, executed the said application with the consent of Assignor and desires to acquire the entire right, title and interest in said invention, all applications for and all letters patent issued on said invention;

NOW THEREFORE, to all whom it may concern be it known that in consideration of the sum of five hundred (500) euros, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its successors and assigns, the entire right, title and interest in said invention, together with the entire right, title and interest in said application and such letters patents as may issue thereon, and any and all continuations, continuations-in-part, divisions, reissues, supplemental protection certificates, or extensions thereof; said invention, application and letters patents to be held and enjoyed by the Assignee for its own use and behalf and the use and behalf of its successors and assigns, to the full end of the term for which said letters patent may be granted as fully and entirely as the same would have been held and enjoyed by the Assignor had this sale and assignment not been made.



IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed this 20th day of November, 2007.

BLYK SERVICES OY

 
(Pekka Ala-Pietilä) (Antti Öhrling)

Accepted on the date as aforesaid.

CVON INNOVATIONS LIMITED

 
(Antti Öhrling) (Pekka Ala-Pietilä)

PATENT