

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Seth Haberman	04/22/2008
Gerrit Niemeijer	04/22/2008
Alex Jansen	04/22/2008
Erik van de Pol	04/22/2008
RECEIVING PARTY DATA	
Name:	Visible World Inc.
Street Address:	527 West 34th Street
Internal Address:	6th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11939423
CORRESPONDENCE DATA	
Fax Number:	(212)230-8888
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	Michael.Mathewson@wilmerhale.com
Correspondent Name:	Yung-Hoon Ha
Address Line 1:	399 Park Avenue
Address Line 2:	WilmerHale LLP
Address Line 4:	New York, NEW YORK 10022
ATTORNEY DOCKET NUMBER:	2000522.146US2
NAME OF SUBMITTER:	Yung-Hoon Ha

CH \$40.00 11939423

Total Attachments: 3

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ASSIGNMENT

WHEREAS, we, Seth Haberman, residing at 1 West 85th Street, Apt. 7C., New York, New York 10024 USA; Gerrit Niemeijer, residing at 23 Arcularius, Maplewood, New Jersey 07040; Alex Jansen, residing at 101 West End Street, Apt. 11J, New York, New York 10023 USA and Erik van de Pol, residing at 21 South Centre St., South Orange, New Jersey 07079 USA, (collectively, "the Assignors") are the inventors of a certain new and useful invention and discovery, for which a patent application entitled "SYSTEMS AND METHODS FOR CLIENT-BASED ADDRESSABLE ADVERTISING" was filed with the United States Patent and Trademark Office on November 13, 2007 as U.S. Patent Application No. 11/939,423(the "Application").

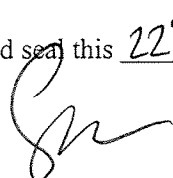
WHEREAS, Visible World, Inc., existing under the laws of the State of New York, having its principal office at 527 West 34th Street, 6th Floor, New York, New York 10001, which, together with its successors and assigns, is hereinafter called "Assignee," is desirous of acquiring the title, rights, benefits, and privileges hereinafter recited.

For valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignors hereby assign to Assignee all of Assignors' right, title and interest in and to the Invention, all improvements therein, the Application and all priority rights arising therefrom, and any applications and/or patents, and any reissues and extensions thereof, which issue in any country upon any patent applications which correspond with any of the following: the Application; any application that claims priority from the Application (including utility applications, divisionals, continuations, continuations-in-part, international applications and/or foreign regional and/or national applications); or any application based in whole or in part on any of the foregoing.

Assignors agree that such Assignors and Assignors' heirs and legal representatives will, without further consideration, cooperate with Assignee in the prosecution of all of the above applications, execute, verify, acknowledge and deliver all such further papers, including applications for patents and for reissues and extensions therefor, and instruments of assignment and transfer thereof, and will communicate any facts known to Assignors relating to the Invention, to obtain or maintain or enforce patents for the Invention and improvements therein in any and all countries and to vest title thereto in Assignee. Assignors further agree that such Assignors will, without further compensation to

Assignors during the term of such Assignors' employment by Assignee and thereafter for reasonable compensation as determined by Assignee, perform such other acts as may be reasonably required when requested by Assignee, including attending depositions, preparing and executing declarations and affidavits and testifying as a witness, to obtain or maintain or enforce patents for the Invention and improvements therein in any and all countries and to vest title thereto in Assignee.

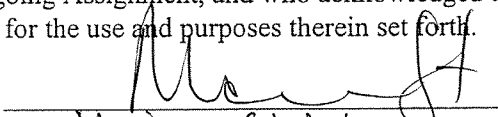
IN TESTIMONY WHEREOF, I have hereunto set my hand and seal this 22nd day of April/2008 (Month/Year).



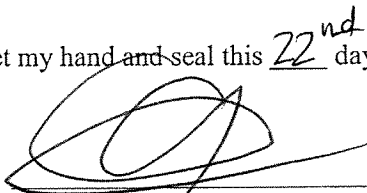
Seth Haberman

On this 22nd day of April (Month/Year), Seth Haberman, personally known to me to be the same individual who executed the foregoing Assignment, and who acknowledged to me that execution of the same was of his own free will for the use and purposes therein set forth.

WITNESS:

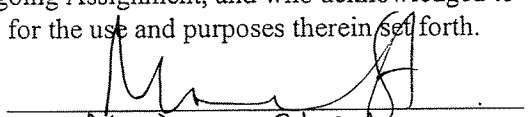

Printed Name: Marina Steinberg
Residential Address: 530 East 13 St.
Apt. 37
N.Y., N.Y. 10009

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal this 22nd day of April/2008 (Month/Year).

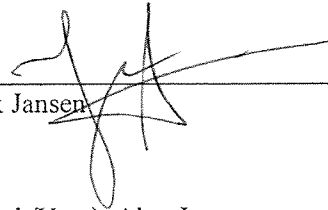

Gerrit Niemeijer

On this 22nd day of April/2008 (Month/Year), Gerrit Niemeijer, personally known to me to be the same individual who executed the foregoing Assignment, and who acknowledged to me that execution of the same was of his own free will for the use and purposes therein set forth.

WITNESS:

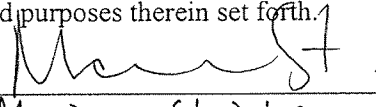

Printed Name: Marina Steinberg
Residential Address: 530 East 13 St.
Apt. 37
NY, NY 10009

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal this 22nd day of
April/2008 (Month/Year).

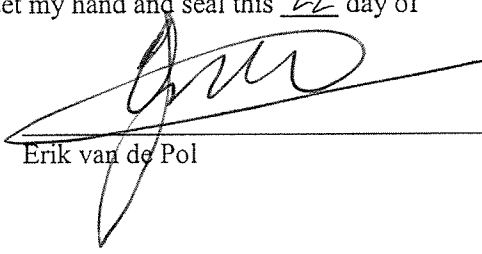


Alex Jansen

On this 22nd day of April/2008 (Month/Year), Alex Jansen, personally known to me to be the same individual who executed the foregoing Assignment, and who acknowledged to me that execution of the same was of his own free will for the use and purposes therein set forth.

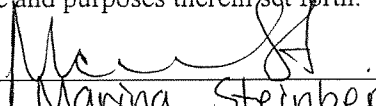
WITNESS: 
Printed Name: Marina Steinberg
Residential Address: 530 E. 13 St.
Apt. 37
NY, NY 10009

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal this 22nd day of
April/2008 (Month/Year).



Erik van de Pol

On this 22nd day of April/2008 (Month/Year), Erik van de Pol, personally known to me to be the same individual who executed the foregoing Assignment, and who acknowledged to me that execution of the same was of his own free will for the use and purposes therein set forth.

WITNESS: 
Printed Name: Marina Steinberg
Residential Address: 530 E. 13 St.
Apt. 37
NY, NY 10009