

Form PTO-1595 (Rev. 08/05)  
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U.S. DEPARTMENT OF COMMERCE  
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### 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)**  
Blyk Services Oy

**2. Name and address of receiving party(ies)**  
Name: CVON Innovations Limited

Internal Address: \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

Street Address: 22 Ganton Street

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) November 20, 2007

- Assignment  Merger
- Security Agreement  Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other \_\_\_\_\_

City: London

State: \_\_\_\_\_

Country: United Kingdom Zip: W1F 7BY

Additional name(s) & address(es) attached?  Yes  No

**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) \_\_\_\_\_

12/080,124

Additional numbers attached?  Yes  No

**5. Name and address to whom correspondence concerning document should be mailed:**

Name: Robert P. Michal

Internal Address: Frishauf, Holtz, Goodman & Chick, P.C.

Street Address: 220 Fifth Avenue

City: New York

State: New York Zip: 10001-7708

Phone Number: (212) 319-4900

Fax Number: (212) 319-5101

Email Address: \_\_\_\_\_

**6. Total number of applications and patents involved:** 1

**7. Total fee (37 CFR 1.21(h) & 3.41)** \$40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

**8. Payment Information**

a. Credit Card Last 4 Numbers 1118  
Expiration Date 10/2008

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature:** 

May 27, 2008

Signature

Date

Robert P. Michal

Name of Person Signing

Total number of pages including cover sheet, 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, P.O.Box 1450, Alexandria, V.A. 22313-1450

OP \$40.00 12080124

**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 **Advertising Management Method And System**, an invention described in the patent application No. 60/931,398 filed on 22.5.2007 with the US 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 20<sup>th</sup> 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**