

08-12-2008



ET

103519256

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)

Cell Ad, Inc.

2. Name and address of receiving party(ies)

Name: XcellaSave, Inc.

Internal Address: _____

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

Street Address: 65-12 69th Place

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

Execution Date(s) 07/24/2008

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

City: Middle Village

State: NY

Country: USA Zip: 11379

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)
7,251,476

Additional numbers attached? Yes No

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

Name: Brooks, Cameron & Huebsch, PLLC

Internal Address: _____

Street Address: 1221 Nicollet Ave, Ste 500

City: Minneapolis

State: MN Zip: 55403

Phone Number: (612) 236-0120

Fax Number: (612) 659-9344

Email Address: brooks@bipl.net

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 _____
Expiration Date _____

b. Deposit Account Number 00/11/2008 DRYNE 00000069 7251476
01 FC:8021 40.00 00

Authorized User Name _____

9. Signature:

Edward J. Brooks III
Signature

8/5/2008
Date

Edward J. Brooks III

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

ASSIGNMENT

WHEREAS, WE, Cell Ad, Inc., having an office and place of business at 65-12 69th Place, Middle Village, NY 11379, are the current Assignee of Record of certain new and useful inventions and improvements for which We executed an application for Letters Patent of the United States on November 1, 2004, which is entitled METHOD FOR ADVERTISING ON DIGITAL CELLULAR TELEPHONES AND REDUCING COSTS TO THE END USER and has since issued as Patent No. 7,251,476 on July 31, 2007.

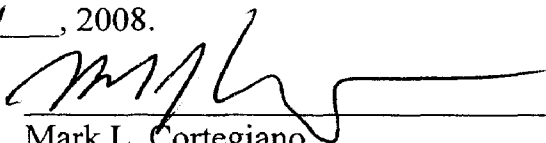
AND WHEREAS, XcellaSave, Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 65-12 69th Place, Middle Village, NY 11379, (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to said inventions, improvements, and application and in and to the Letters Patent to be obtained therefore;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign, and transfer unto said Assignee, its successors or assigns, the right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment for all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and we do hereby authorize and request the Commissioner of Patent and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute, and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable to more effectually secure and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned, and conveyed, or intended so to be.

AND, furthermore we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by me and that full right to convey the same as herein expressed is possessed by me.

IN TESTIMONY WHEREOF, Representative of Current Assignee of Record, have hereunto set my hand this 24 day of JULY, 2008.



Mark L. Cortegiano

STATE OF NEW YORK)

COUNTY OF QUEENS)

On this 24 day of JULY, 2008 before me personally appeared Mark L. Cortegiano, known to me or identified as the person described in and who executed the foregoing instrument, and he/she duly acknowledged to me that he/she executed the same for the uses and purposes therein set forth.

[SEAL}



Notary Public

Martin A. Wein
Notary Public, State of New York
No. 30-9573215
Qualified in Nassau County
Commission Expires Dec. 31, 2010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Mark L. Cortegiano
Serial No.: 10/978,516
Filed: November 1, 2004

Confirmation No. 3116
Examiner: Michael Faragalla
Art Unit: 2631
Docket: 142.0020001

Title: METHOD FOR ADVERTISING ON DIGITAL CELLULAR TELEPHONES AND
REDUCING COSTS TO THE END USER

MS ASSIGNMENT RECORDATION SERVICES

Commissioner for Patents
P.O. BOX 1450
Alexandria, VA 22313-1450

We are transmitting herewith the following attached items and information (as indicated with an "X"):

Return postcard (1).

Check in the amount of \$40.00 to cover the Assignment Recordation Fee.

Form PTO-1595 Recordation Form Cover Sheet (1 pg).

Assignment of the invention to XcellaSave, Inc. (2 pgs).

PLEASE ASSOCIATE THIS APPLICATION WITH CUSTOMER NUMBER 38356

CERTIFICATE UNDER 37 C.F.R. §1.8: The undersigned hereby certifies that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail, in an envelope addressed to: **MS ASSIGNMENT RECORDATION SERVICES** Commissioner for Patents, P.O. BOX 1450, Alexandria, VA 22313-1450, on this 6 day of August, 2008.

Respectfully Submitted,
Mark L. Cortegiano

By: Brooks, Cameron & Huebsch, PLLC
1221 Nicollet Avenue, Suite 500
Minneapolis, MN 55403

Jennifer L. Vomhof
Name

[Signature]
Signature

[Signature]
Atty: Edward J. Brooke III (Jay)
Reg. No.: 40,925

8/5/2008
Date: