

8-21-08

08-26-2008

FORM PTO-1595 (Rev. 07/05)  
OMB No. 0651-0027  
(exp 6/30/2008)



U.S. Department of Commerce  
Patent and Trademark Office  
Attorney Docket No.: 09952.0198  
Attorney Customer Number: 22,852

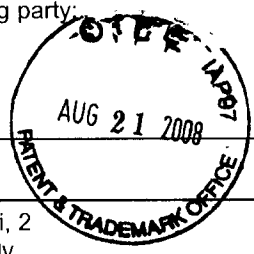
To the Director of the U.S. Patents and Tr.

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original documents or copy thereof.

1. Name of conveying parties:  
**1) Daniele FRANCESCHINI**  
**2) Claudio GUERRINI**  
Additional name of conveying party attached?  Yes  No

2. Name and address of receiving party:  
Name: **TELECOM ITALIA S.p.A.**  
Internal Address:



3. Nature of conveyance/Execution Date:  
**December 1, 2004**  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Joint Research Agreement  
 Government Interest Assignment  
 Executive Order 9424, Confirmatory License  
 Other

Street Address: **Piazza degli Affari, 2  
20123 Milano, Italy**  
City:  
State: Zip Code:

Additional name & Address attached?  
 Yes  No

4. Application number or patent number:  This document is being filed together with a new application.  
A. Patent Application Number:  
**12/085,597**  
Additional numbers attached?  Yes  No

B. Patent Number:  
 Yes  No

5. Name and address of to whom correspondence concerning document should be mailed:  
Name: **Mr. Ernest F. Chapman**  
Internal Address: **FINNEGAN, HENDERSON, FARABOW,  
GARRETT & DUNNER, L.L.P.**  
Street Address: **901 New York Avenue, NW**  
City: **Washington, D.C.**  
State: Zip: **20001-4413**

6. Total number of applications and registrations involved: **1**  
7. Total fee (37 CFR 3.41): **\$40**  
 Authorized to be charged by credit card  
 Authorized to be charged to deposit account  
 Enclosed (Please charge deficiency to deposit account)  
 None required (government interest not affecting title)  
8. Payment Information  
a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
b. Deposit Account No.: **06-0916**  
Authorized User Name \_\_\_\_\_

8. Statement and signature.  
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.  
Ernest F. Chapman  
Registration No. 25,961  
  
Signature  
August 21, 2008  
Date  
Total number of pages including cover sheet, attachments and documents: **2**

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, PO box 1450, Alexandria, VA 22313-1450 00000042 12085597  
08/23/2008 NJAMA 00000042 12085597

FC:8021 40.00 OP

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### ASSIGNMENT

WHEREAS I/We, the below named inventor(s), [hereinafter referred to as Assignor(s)], have made an invention entitled:

#### METHOD AND SYSTEM FOR TRANSMITTING CONTENT TO A PLURALITY OF USER OF A MOBILE COMMUNICATION NETWORK

for which I/We filed an international patent application having no. PCT/EP2005/012682 under the Patent Cooperation Treaty (PCT) on **November 28, 2005**; and

WHEREAS, TELECOM ITALIA S.p.A., a corporation of Italy whose post office address is Piazza degli Affari, 2 – 20123 Milano Italy (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to the application for Letters Patent on this invention and the Letters Patent to be issued upon this application;


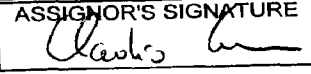
NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from Assignee is hereby acknowledged, I/We, as Assignor(s), have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, my/our entire right, title, and interest in and to this invention, provisional Application No. \_\_\_\_\_, filed \_\_\_\_\_ (if any), and this application, and all divisions, and continuations thereof, and all Letters Patent which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of the above provisional application (if any), as well as all rights to claim priority on the basis of this application, and all applications for Letters Patent which may hereafter be filed for this invention in any country and all Letters Patent which may be granted on this invention in any country, and all extensions, renewals, and reissues thereof; and I/We hereby authorize and request any official of any country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, I/WE HEREBY covenant that I/We have the full right to convey the interest assigned by this Assignment, and I/We have not executed and will not execute any agreement in conflict with this Assignment;

AND, I/WE HEREBY further covenant and agree that I/We will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to me/us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in any country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns;

AND, I/WE HEREBY authorize and request the attorneys empowered by an appropriate Power of Attorney in any national patent application claiming priority to this international application to provide any further identification of the national patent application that may be necessary or desirable for purposes of recordation of this Assignment in a Patent Office of any country, such as by inserting the application number and filing date of the national application here in parentheses (Application No. 12/085,597, filed May 28, 2008).

IN TESTIMONY WHEREOF, I/We have hereunto set our hand(s).

1. FULL NAME OF SOLE OR FIRST ASSIGNOR Daniele FRANCESCHINI	ASSIGNOR'S SIGNATURE 	DATE <b>01 DIC 2005</b>
ADDRESS TELECOM ITALIA S.p.A., Via G. Reiss Romoli 274, Torino, Italy		CITIZENSHIP ITALY
SIGNATURE OF WITNESS (WHERE APPLICABLE)		
2. FULL NAME OF SECOND ASSIGNOR, IF ANY Claudio GUERRINI	ASSIGNOR'S SIGNATURE 	DATE <b>01 DIC 2005</b>
ADDRESS TELECOM ITALIA S.p.A., Via G. Reiss Romoli 274, Torino, Italy		CITIZENSHIP ITALY
SIGNATURE OF WITNESS (WHERE APPLICABLE)		