

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
William R. Matz	12/12/2001
Scott R. Swix	12/12/2001
RECEIVING PARTY DATA	
Name:	BellSouth Intellectual Property Corporation (now doing business as AT&T Intellectual Property I, L.P.)
Street Address:	645 E. Plumb Lane
City:	Reno
State/Country:	NEVADA
Postal Code:	89502
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12247246
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	01371 CON
NAME OF SUBMITTER:	Scott P. Zimmerman
Total Attachments: 2 source=01371Assignment#page1.tif source=01371Assignment#page2.tif	

OP \$40.00 12247246

ASSIGNMENT

WHEREAS, We, **William R. Matz and Scott R. Swix**, have invented certain improvements in **Method and System to Perform Content Targeting**, which was filed with the U.S. Patent and Trademark Office herewith;

WHEREAS, **BellSouth Intellectual Property Corporation**, a corporation of the State of Delaware, U.S.A., having its principal place of business at 824 Market Street, Suite 510, Wilmington, Delaware 19801, desires to establish its ownership of all rights relating to this invention and patent application;

NOW, THEREFORE, in consideration of the sum of Five Dollars (\$5.00) and other good and valuable consideration paid by said **BellSouth Intellectual Property Corporation**, the receipt and sufficiency of which are hereby acknowledged, we have sold, assigned, transferred and conveyed and by these presents do hereby sell, assign, transfer and convey unto **BellSouth Intellectual Property Corporation**, in and for the United States and its territories and for foreign countries, the entire right, title and interest in and to said application, and to said U.S. Provisional Application, and to the invention therein set forth, and in and to any patent which may issue thereon, or claiming priority thereto, including any reissue, renewal, division, or continuation, in whole, or in part thereof, and we hereby bind ourselves, our heirs, legal representatives, administrators and assigns properly to execute without further consideration, any and all applications, petitions, oaths and assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment, transfer and conveyance hereby made or intended to be made.

Application No. To Be Assigned
Filed: Herewith
For: Method and System to Perform Content Targeting
ASSIGNMENT OF RIGHTS OF PATENT APPLICATION

IN WITNESS WHEREOF, we have hereunto set my hand and seal this
12 day of December, 2001.

William R. Matz

William R. Matz

Scott R. Swix

Scott R. Swix

State of Georgia
County of Fulton

Then personally appeared the above named **William R. Matz** who
acknowledged the foregoing instrument to be his free act and deed, before me, this
12th day of December, 2001.

Kristin B. Norton

Notary Public
Notary Public, Pike County, Georgia
My Commission Expires March 30, 2004

My commission expires: _____

State of Georgia
County of Fulton

Then personally appeared the above named **Scott R. Swix** who acknowledged
the foregoing instrument to be his free act and deed, before me, this 12th day of
December, 2001.

Karen Gaskill

Notary Public

My commission expires: 8/14/04

