

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Dwight A. Merriman		08/12/1999
Kevin J. O'Connor		08/12/1999
RECEIVING PARTY DATA		
Name:	DoubleClick Inc.	
Street Address:	41 Madison Avenue	
Internal Address:	32nd Floor	
City:	New York	
State/Country:	NEW YORK	
Postal Code:	10010	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	10082069	
CORRESPONDENCE DATA		
Fax Number:	(877)769-7945	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-335-5070	
Email:	svk@fr.com	
Correspondent Name:	Linzy T. McCartney	
Address Line 1:	60 South Sixth Street	
Address Line 2:	3300 RBC Plaza	
Address Line 4:	Minneapolis, MINNESOTA 55402	
ATTORNEY DOCKET NUMBER:	16113-1346002	
NAME OF SUBMITTER:	/Linzy T McCartney/	
<p>Total Attachments: 2</p> <p>source=1346001#page1.tif</p>		

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PATENT
REEL: 021653 FRAME: 0928

ASSIGNMENT OF PENDING PATENT APPLICATION

FOR VALUE RECEIVED, I/we the undersigned

Dwight A Merriman
Kevin J O'Connor

HEREBY SELL, ASSIGN and TRANSFER onto:

DoubleClick Inc.,
a CORPORATION organized under the laws of Delaware
whose address is 41 Madison Avenue, 32nd Floor
New York, NY 10010 USA

as assignee, its successors, assigns and legal representatives, the entire right, title and interest, for all countries in and to a certain invention entitled:

NETWORK FOR DISTRIBUTION OF RETARGETED ADVERTISING

described in an application for Patent application no: 09/362008 filed 7/27/99, all the rights and privileges to said invention, said application, and to any and all Letters Patent that may be granted therefor; and in and to any and all continuations, continuations in part, divisions, reissues, extensions thereof, and all other applications for Letters Patent relating thereto, together with all priority rights under any of the International Conventions, unions, agreements, acts, and treaties, including all future conventions, unions, agreements, acts and treaties;

AGREE that said assignee may apply for and receive any and all Letters Patent in its own name to be issued to said assignee, its successors, assigns and legal representatives, or to such nominees as it may designate; and that when requested, will, without charge to said assignee but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing, maintaining and enforcing patents for said inventions in any and all countries and for vesting title thereto in said assignee, its successors, assigns and legal representatives or nominees;

AUTHORIZE and empower said assignee, its successors, assigns and legal representatives or nominees, to invoke and claim for any application for patent or other form of protection for said inventions filed by it, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from me/us.

DOCKET: 1157

HEREBY CONSENT that a copy of this assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file, or like document which may be required in any country for any purpose and more particularly in proof of the right of said assignee or nominee to claim the aforesaid benefit of the right of priority;

COVENENT with said assignee, its successors, assigns and legal representatives, that the rights and property herein conveyed are free and clear of any encumbrance, and that no assignment, grant, mortgage license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that I/we have the full right to convey the same as herein expressed.

IN TESTIMONY WHEREOF, I/we have hereto set my/our signature(s) signed at: X New York, New York on the date indicated below.

Date
Signed
MM/DD/YY

X [Signature]
Dwight A Merriman

V 8/12/99

Witness Signature

V [Signature]
Kevin J O'Connor

X 8/12/99

Name of witness printed

Address

City, State, Zip code

County

CERTIFICATION

X STATE OF New York

V COUNTY OF New York

)
) ss:

Subscribed and sworn to me this 12th day of August, 1999
My commission expires:

SEAL

OWENS RIDGES JR
Notary Public, State of New York
No. 24-4992070
Qualified in Kings County
Certificate Filed in New York County
Commission Expires February 18, 2000

[Signature]
notary public

P.03/07

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RECORDED: 10/09/2008

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