

10-27-2008

Form PTO-1595 (Rev.  
OMB No. 0651-0027)U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

103531825... ONLY

## COVER SHEET

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)

Mark Kirley  
Geoffrey Morley

## 2. Name and address of receiving party(ies)

Name: Blyk Limited

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

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

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

Execution Date(s) 11/7/2007; 11/20/07☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Joint Research Agreement☐ Government Interest Assignment☐ Executive Order 9424, Confirmatory License☐ Other \_\_\_\_\_Street Address: 4<sup>th</sup> Floor, 80 Leadenhall StreetCity: London

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

Country: United Kingdom Zip: EC3A 3HAAdditional 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)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Robert P. MichalInternal Address: Frishauf, Holtz, Goodman  
& Chick, P.C.Street Address: 220 Fifth AvenueCity: New YorkState: New York Zip: 10001-7708Phone Number: (212) 319-4900Fax Number: (212) 319-5101

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

6. Total number of applications and patents involved: 17. 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 10/2011

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

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

## 9. Signature: \_\_\_\_\_

October 9, 2008

Signature

Date

Robert P. Michal

Name of Person Signing

Total number of pages including cover  
sheet, attachments, and documents: 4Documents 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. 22313-145010/15/2008 EFLORES 00000028 12287645  
02 FC:0021 40.00 OPPATENT  
REEL: 021740 FRAME: 0066

## STATEMENT OF ASSIGNMENT

WHEREAS, we, the undersigned (hereinafter "the undersigned"), are the inventors of **System, Method and Computer Program For Determining Tags to Insert in Communications**, an invention described in the patent application No. 60/999,004 filed on 15.10.2007 with the US Patent Office;

WHEREAS, Blyk Limited (hereinafter "the assignee"), a private limited company organised and existing under the laws of England and having its registered office at 4<sup>th</sup> Floor, 80 Leadenhall Street, London EC3A 3HA, United Kingdom, has acquired the entire right, title and interest in said invention by virtue of the employment agreements duly entered into with us; and desires to have confirmed the acquisition thereof;

NOW THEREFORE, to all whom it may concern be it known that for and in consideration of said agreements and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, the undersigned do hereby confirm to have assigned and transferred to the assignee and assignee's successors, assigns and legal representatives their entire right, title and interest in said invention and all patent applications thereon, including, but not limited to, the application entitled as above, and all divisions and continuations thereof, and in all letters patent, including all reissues and re-examinations thereof, throughout the world, including the right to claim priority under the Paris Convention or other treaty;

AND, it is further stated that the undersigned shall be legally bound, upon request of the assignee and at its expense, to supply all information and evidence relating to the making and practice of said invention, to testify in any legal proceeding relating thereto, to execute all instruments proper to patent the invention throughout the world for the benefit of the assignee, and to execute all instruments proper to carry out the intent of this instrument;

IN WITNESS WHEREOF, we have hereunto set our hands the date set forth below.

Full name of  
first inventor

Mark Kirley

Inventor's signature



Date

7 Nov 2007

Residence

MOORSVALE, TWYFORD MOORS, TWYFORD, WINCHESTER SO21 1RN

Citizenship

BRITISH

Full name of  
second inventor

Geoffrey Morley

Inventor's signature

G. Morley

Date

20/11/07

Residence

FLAT 11, 32 KESWICK RD, LONDON

Citizenship

UK