

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Paul T. SCHULTZ	03/02/2009
Robert A. SARTINI	03/02/2009
Martin W. MCKEE	03/02/2009

RECEIVING PARTY DATA

Name:	Verizon Business Network Services Inc.
Street Address:	22001 Loudoun County Parkway
City:	Ashburn
State/Country:	VIRGINIA
Postal Code:	20147

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12400566

CORRESPONDENCE DATA

Fax Number: (571)432-0808

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 571-432-0800

Email: bfredrick@harrityllp.com

Correspondent Name: Harrity & Harrity, LLP

Address Line 1: 11350 Random Hills Road

Address Line 2: Suite 600

Address Line 4: Fairfax, VIRGINIA 22030

ATTORNEY DOCKET NUMBER:

20080079P1

NAME OF SUBMITTER:

Brian E. Ledell

Total Attachments: 2

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PATENT

REEL: 022367 FRAME: 0151

500801621

OP \$40.00 12400566

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I/We, the undersigned:

- I. have sold, assigned and transferred, and by the presents do hereby sell, assign, and transfer, to the Verizon legal entity identified below ("Assignee") and its successors and assigns, the entire worldwide right, title and interest in and to any and all improvements which are described in the application for United States Letters Patent entitled

**AGGREGATION AND USE OF INFORMATION
RELATING TO A USER'S CONTEXT FOR PERSONALIZED ADVERTISEMENTS**

☒ which has been executed by the undersigned concurrently herewith, and in which case I/we hereby authorize and request the Assignee, its successors, assigns and/or legal representatives, to insert here in the parentheses (Application Number _____, filed _____) the filing date and application number of said application when known.

☐ which was filed on _____ and assigned Application No. _____

and in and to said application, and all divisional, continuing (in whole or in part), substitute, renewal, reissue, provisional, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said improvements or based on or claiming priority to said application; and in and to all original and reissued patents which have been or shall be issued in the United States and foreign countries from any of said applications, and in and to all rights of priority resulting from the filing of any of said applications; and in and to all rights which may exist under the International Convention for the Protection of Industrial Property to any of the foregoing;

- II. agree that said Assignee may apply for and receive Letters Patent for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing (in whole or in part), substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to undersigned relating to said improvements, and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for Letters Patent and all Letters Patent on said improvements, in said Assignee, its successors and assigns; and
- III. covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein identified has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

IN WITNESS to my/our agreement to the foregoing, I/we have executed this Assignment as set forth below:

Verizon entity (Assignee): Verizon Business Network Services Inc., having a place of business at 22001 Loudoun County Parkway, Ashburn, VA 20147.

ASSIGNORS:

Signature: Paul T. Schultz
Paul T. SCHULTZ

Date: 3/2/2009

Signature: Robert A. SARTINI
Robert A. SARTINI

Date: 3-2-2009

Signature: _____
Martin W. McKEE

Date: _____

Verizon Invention Assignment
for Verizon Reference No.: 20080079P1
Page 1 of 1

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☐ which was filed on _____ and assigned Application No. _____

and in and to said application, and all divisional, continuing (in whole or in part), substitute, renewal, reissue, provisional, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said improvements or based on or claiming priority to said application; and in and to all original and reissued patents which have been or shall be issued in the United States and foreign countries from any of said applications, and in and to all rights of priority resulting from the filing of any of said applications; and in and to all rights which may exist under the International Convention for the Protection of Industrial Property to any of the foregoing;

- II. agree that said Assignee may apply for and receive Letters Patent for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing (in whole or in part), substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for Letters Patent and all Letters Patent on said improvements, in said Assignee, its successors and assigns; and
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ASSIGNORS:

Signature: _____ Date: _____
Paul T. SCHULTZ

Signature: _____ Date: _____
Robert A. SARTINI

Signature: Martin W. McKee Date: MARCH 2, 2009
Martin W. McKEE