

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Adam J. Weissman	05/11/2001
Gilad Israel Elbaz	05/11/2001
RECEIVING PARTY DATA	
Name:	Applied Semantics, Inc.
Street Address:	10474 Santa Monica Boulevard
Internal Address:	Suite 200
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90025-6929
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	10807264
CORRESPONDENCE DATA	
Fax Number:	(877)769-7945
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(404) 892-5005
Email:	cvr@fr.com
Correspondent Name:	Leila R. Abdi
Address Line 1:	FISH & RICHARDSON P.C.
Address Line 2:	P.O.BOX 1022
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022
ATTORNEY DOCKET NUMBER:	16113-1130001
NAME OF SUBMITTER:	Chandra Russell
<p>Total Attachments: 4</p> <p>source=16113_1130001_Assignment_Inventors#page1.tif</p>	

CH \$40.00 10807264

500813450

PATENT
REEL: 022430 FRAME: 0094

source=16113_1130001_Assignment__Inventors#page2.tif

source=16113_1130001_Assignment__Inventors#page3.tif

source=16113_1130001_Assignment__Inventors#page4.tif

ASSIGNMENT OF APPLICATION

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned,

Gilad Israel Elbaz

hereby sell, assign, and transfer to:

Oingo, Inc.

a corporation of California, having a principal place of business 1723 N. Crescent Heights Blvd., Los Angeles, CA, 90069, ("Assignee"),

and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all improvements that are disclosed in the application for the United States patent that has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and is entitled:

MEANING-BASED ADVERTISING AND DOCUMENT RELEVANCE DETERMINATION

and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents that have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents 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, substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements, and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns, and legal representatives; and

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 conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

JAN. 28, ²⁰⁰⁰19
Date

Gilad Elbaz
Name: Gilad Israel Elbaz

_____, 19____
Date

Name:

_____, 19____
Date

Name:

_____, 19____
Date

Name:

_____, 19____
Date

Name:

_____, 19____
Date

Name:

Each Inventor: Please also
list the date that you signed
the accompanying
**DECLARATION AND
POWER OF ATTORNEY:**

JAN. 28, ²⁰⁰⁰19
Date

_____, 19____
Date

_____, 19____
Date

_____, 19____
Date

_____, 19____
Date

_____, 19____
Date

State of: _____ }
County of: _____ } SS.

Assignment Document Return Address:
Anand Sethuraman
11221 Richland Avenue #306
Los Angeles, CA 90064
(310) 477-4840

On this _____ day of _____, 19____, before me, _____,
the undersigned Notary Public, personally appeared _____
[] personally known to me [] proved to me on the basis of satisfactory evidence to be the person(s) whose
name(s) _____ subscribed to the within instrument, and acknowledged that _____ executed it.
WITNESS my hand and official seal.

Notary's Signature

ASSIGNMENT OF APPLICATION

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned,

Adam J. Weissman

hereby sell, assign, and transfer to:

Oingo, Inc.

a corporation of California, having a principal place of business 1723 N. Crescent Heights Blvd., Los Angeles, CA, 90069, ("Assignee"),

and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all improvements that are disclosed in the application for the United States patent that has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and is entitled:

MEANING-BASED ADVERTISING AND DOCUMENT RELEVANCE DETERMINATION

and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents that have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents 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, substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements, and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns, and legal representatives; and

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 conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

JAN. 28, 2000

Date

Adam J. Weissman
Name: Adam J. Weissman

_____, 19____
Date

Name:

_____, 19____
Date

Name:

_____, 19____
Date

Name:

_____, 19____
Date

Name:

_____, 19____
Date

Name:

Each Inventor: Please also
list the date that you signed
the accompanying
**DECLARATION AND
POWER OF ATTORNEY:**

JAN. 28, 2000

Date

_____, 19____
Date

_____, 19____
Date

_____, 19____
Date

_____, 19____
Date

_____, 19____
Date

State of: _____ }
County of: _____ } SS.

Assignment Document Return Address:

Anand Sethuraman
11221 Richland Avenue #306
Los Angeles, CA 90064
(310) 477-4840

On this _____ day of _____, 19____, before me, _____,
the undersigned Notary Public, personally appeared _____
[] personally known to me [] proved to me on the basis of satisfactory evidence to be the person(s) whose
name(s) _____ subscribed to the within instrument, and acknowledged that _____ executed it.
WITNESS my hand and official seal.

Notary's Signature

Docket No. ~~000357104~~ 0003.P001CIP - 2 -