

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNMENT														
CONVEYING PARTY DATA															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>John I. Menzies</td> <td>10/16/2006</td> </tr> <tr> <td>Chris McClellan</td> <td>10/23/2006</td> </tr> <tr> <td>Robert L. Martin</td> <td>10/17/2006</td> </tr> <tr> <td>Thomas A. Pratt</td> <td>10/16/2006</td> </tr> <tr> <td>Bradley Shawn Grant</td> <td>10/23/2006</td> </tr> <tr> <td>Catherine A. Wurst</td> <td>10/17/2006</td> </tr> </tbody> </table>		Name	Execution Date	John I. Menzies	10/16/2006	Chris McClellan	10/23/2006	Robert L. Martin	10/17/2006	Thomas A. Pratt	10/16/2006	Bradley Shawn Grant	10/23/2006	Catherine A. Wurst	10/17/2006
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RECEIVING PARTY DATA															
Name:	The Weather Channel														
Street Address:	300 Interstate North Parkway														
City:	Atlanta														
State/Country:	GEORGIA														
Postal Code:	30339														
PROPERTY NUMBERS Total: 1															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11416730</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11416730										
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CORRESPONDENCE DATA															
Fax Number:	(770)809-5028														
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
Phone:	7704759129														
Email:	larry@aaronson.com														
Correspondent Name:	Lawrence A. Aaronson														
Address Line 1:	12850 Hwy. 9														
Address Line 2:	Suite 600 -- PMB 338														
Address Line 4:	Alpharetta, GEORGIA 30004														
ATTORNEY DOCKET NUMBER:	W2100/321633														

OP \$40.00 11416730

NAME OF SUBMITTER:

Lawrence A. Aaronson

Total Attachments: 3

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ASSIGNMENT

WHEREAS, we, **John I. Menzies, Jr., Chris McClellan, Robert L Martin, Thomas A. Pratt, Bradley Shawn Grant, and Catherine A Wurst** have invented certain inventions and improvements disclosed in an application for Letters Patent entitled "**METHODS AND SYSTEMS FOR TRAFFIC EVENT PRIORITY AND REPORTING**", filed in the U.S. Patent & Trademark Office on May 3, 2006 and assigned Serial No. 11/416,730; and

WHEREAS, **The Weather Channel**, a Georgia corporation, having a principal place of business at 300 Interstate North Parkway, Atlanta, Georgia 30339, is desirous of acquiring an interest in the same;

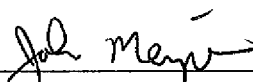
NOW, THEREFORE, for and in consideration of Five Dollars (\$5.00) and other good and valuable consideration, the receipt and sufficiency of which we hereby acknowledge, we, **John I. Menzies, Jr., Chris McClellan, Robert L Martin, Thomas A. Pratt, Bradley Shawn Grant, and Catherine A Wurst**, by these presents do sell, assign and transfer unto **The Weather Channel**, the full, exclusive and entire right, title, and interest in and to said application, in and to any divisions, continuations, and reissues thereof, and in and to all inventions and improvements disclosed and described in said application, preparatory to obtaining Letters Patent of the United States therefor; and we hereby request the Commissioner of Patents and Trademarks to issue any and all Letters Patent of the United States resulting from said application, or from a division, continuation, or reissue thereof, to **The Weather Channel**, as the assignee, for its interest and for the sole use and benefit of **The Weather Channel** and its assigns and legal representatives;

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For the same consideration, we, by these presents do sell, assign, and transfer to **The Weather Channel**, the full, exclusive, and entire right, title and interest in and to any foreign application or applications corresponding to said application, in whole or in part, in countries other than the United States, in and to any Letters Patent and similar protective rights granted on said foreign applications, and in and to the right to claim any applicable priority rights arising from or required for said foreign applications under the terms of any applicable conventions, treaties, statutes, or regulations; said foreign applications to be filed and issued in the name of **The Weather Channel**, or its designee insofar as permitted by applicable law.


AND, for the same consideration, we agree to sign all lawful papers, execute all division, continuing, reissue and other applications, make all assignments and rightful oaths, and generally do everything possible to aid **The Weather Channel**, its successors, assigns, and nominees, to obtain and enforce proper protection for all said inventions and improvements in all countries throughout the world.

Dated: 10-16-06



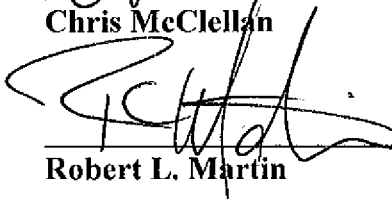
John L. Menzies, Jr.

Dated: 10-23-2006



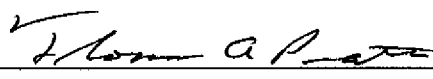
Chris McClellan

Dated: 10/17/06



Robert L. Martin


Dated: 10/16/06



Thomas A. Pratt

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Dated: 10 23 06



Bradley Shawn Grant

Dated: 10/17/06



Catherine A. Wurst

Our Docket: W2100/321633