PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	

CONVEYING PARTY DATA

Name	Execution Date
PATRICK M. SHEEHAN	07/14/2008
BRUCE J. ANDERSON	07/14/2008
DANIEL C. WILSON	07/16/2008

RECEIVING PARTY DATA

Name:	Invidi Technologies Corporation		
Street Address:	750 College Road East, #175		
City:	Princeton		
State/Country:	NEW JERSEY		
Postal Code:	08540-6617		

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12024696

CORRESPONDENCE DATA

Fax Number: (720)562-5519

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

720-562-5501 Phone:

Email: PTOMail@mfblaw.com Kent A. Fischmann Correspondent Name:

Address Line 1: 8055 E. Tufts Avenue, #450 Denver, COLORADO 50237 Address Line 4:

ATTORNEY DOCKET NUMBER: 50196-00007 NAME OF SUBMITTER: Kent A. Fischmann

Total Attachments: 3

source=Assignment_04-17-09#page1.tif source=Assignment_04-17-09#page2.tif

PATENT REEL: 022560 FRAME: 0308

500837775

source=Assignment_04-17-09#page3.tif

PATENT REEL: 022560 FRAME: 0309

<u>ASSIGNMENT</u> & APPOINTMENT OF COMMON REPRESENTATIVE

WHEREAS, we, PATRICK M. SHEEHAN, of 2552 Candytuft Drive, Jamison, Pennsylvania 18929, BRUCE J. ANDERSON, of 116 Davenport Drive, Chesterfield, New Jersey 08515, and DANIEL C. WILSON, of 402, 12331 Jasper Avenue NW, Edmonton, Alberta, Canada, T5N 3K6, have invented a certain new and useful invention entitled, "TARGETING CONTENT BASED ON LOCATION," for which a patent application has been prepared and filed with the U.S. Patent & Trademark Office on February 1, 2008, receiving Serial No. 12/024,696, and further identified as Attorney File No. 50196-00007.

NOW THEREFORE, be it known that we together and each of us individually, for and in consideration of certain good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, at the request of the assignee do sell, assign and transfer unto said assignee, INVIDI TECHNOLOGIES CORPORATION, a Delaware corporation having a place of business at 750 College Road East, Suite 175, Princeton, New Jersey 08540-6617, its successors, legal representatives and assigns, the aforesaid application and all rights to claim priority directly or indirectly to the aforesaid application and all continuation, divisional, continuation-in-part and reissue applications, all patent applications that claim priority directly or indirectly to the aforesaid application, all patent applications in foreign countries, all applications pursuant to the Patent Cooperation Treaty and all applications for extension filed or to be filed for the invention(s), and all Letters Patent, Invention Registrations, Utility Models, Extensions or Reissues and other patent rights, obtained for the invention(s) in the United States or any other country; each of us also assigns any right, title or interest in and to the invention(s) that has not already been transferred to the assignee; each of us warrants that no assignment of the invention(s), application or patent therefore has been made to a party other than INVIDITECHNOLOGIES CORPORATION; each of us warrants that there is no obligation to make any assignment of the invention(s), application, or any patent therefore to any party other than INVIDI TECHNOLOGIES CORPORATION; and each of us further agrees to cooperate with the assignee hereunder in the obtaining and sustaining of any and all such Letters Patent and in confirming assignee's exclusive ownership of the invention(s), but at the expense of said assignee.

The Commissioner For Patents is hereby authorized and requested to issue the Letters Patent solely in accordance with the terms of this Assignment to INVIDI TECHNOLOGIES CORPORATION, its successors, legal representatives and assigns, as the assignee of the entire right, title and interest therein.

Furthermore, we together and each individually hereby irrevocably appoint **INVIDITECHNOLOGIES CORPORATION** its successors, legal representatives and assigns, as common representative for any and all international patent applications filed pursuant to the Patent Cooperation Treaty, and all national phase applications derived therefrom, concerning the invention(s) or claiming priority from the aforesaid application.

Repres	sentative	as of the	or, me pa date indic	ated herei	i nas ex under.	ecuted this Assignment & Appointment of Comm
	7/		~			Se ha h
Date:			%o f		Ву:	Patrick M. Sheehan
	n /	14/0	a			7208
Date:		1 10	8		Ву:	Bruce J. Angerson
						arada e. Asignalisas
Date:		Jacobski w wysonogogogogogogogogogogogogogogogogogogo	**************************************		By:	Daniel C. Wilson
						Dame, C. Wilson
STATE	3 OF 77	111 De	Lea	~~~~~~ }	dinak emajo emajo prima prima k	امه المباد المبا
Constitute		ew Jer Niddl	0) ss.		
*COUN	TY OF 6	Middl	orex)		
Before	me, a No	ary Public	in and for	said County	y and St	ate, personally appeared PATRICK M. SHEEHAN, know
romen	to be the	person wh	nose name	is subscrib	ed to th	ie foregoing instrument, and acknowledged to me that herein expressed.
C" , 416	*					·
Given.						<u>July</u> , 20 <u>08</u> .
,	My Con	mission E	Expires: 🔬	<u> 1.22</u>	<u> 200 9</u>	Molary Public
STATE	E OF N	ewSu	sey)	o dese anse anse anse ense e	ما المادة الله الله المادة الم
COLIN	TVOE	กเว็โ	lesex) ss.		
Before	me, a No	ary Public on whose	in and for a	said County scribed to t	y and St	ate, personally appeared BRUCE J. ANDERSON, known going instrument, and acknowledged to me that he execut
the said	e for the	purposes	and conside	crations the	rein ex	pressed.
Giren i	i under m√	hand and	seal of offi	ce this 14	f dav of	guly . 20 08
CVE =		, , ,	/	1 00	4 A G	The second second
, g	My Con	imission E	expires:	207.22.0	<u> 2007</u>	Notary Public
STATE	क्षेत्र अपने काल अपने काल काल काल	کی جائے کی کاری کی کی کاری کی کاری کی کاری کی کاری کار	ین کلی سایه سرب سای سایه دارد خاید خاید دارد) 	s that this this this thig s	ہو۔ ''جو تھن جو
) ss.		
COUN	TY OF)		
Before	me, a No	tary Public	in and for	said Count	y and S	tate, personally appeared DANIEL C. WILSON, known
			name is sub and conside			going instrument, and acknowledged to me that he execut
		•			•	
Given	under my	hand and	seal of offi	ce this	_day of	, 20
	My Con	ımission E	Expires:	MANAGAMAN SANGAMAN S		***************************************
						Notary Public

Page 2 of 2

IN WITNESS WHEREOF, the pa Representative as of the date indic	rty heret ated here	o has ex eunder.	secuted this Assignment & Appointment of Commo
Date:		Ву:	Patrick M. Shœhan
Date:		Ву:	Bruce J. Anderson
Date: July 16,2008		Ву:	Daniel C. Wilson.
STATE OF	·····	والمراجعة	وسال والمعارض والمراس والم
COUNTY OF) ss. }		
Before me, a Notary Public in and for sa to me to be the person whose name is executed the same for the purposes an	Sudscrip	ec to the	ite, personally appeared PATRICK M. SHEEHAN, known or foregoing instrument, and acknowledged to me that he betein expressed.
Given under my hand and seal of offic	e this	_ day of	
My Commission Expires:	Maakkeekeekeeke	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	Notary Public
STATE OF	<i>}</i>	والموالية الموالية ا	والمنافرة والمنافرة والمنافرة والمنافرة والمنافرة والمنافرة والمنافرة والمنافرة والمنافزة والمنا
COUNTY OF) ss.)		
Before me, a Notary Public in and for so to me to be the person whose name is executed the same for the purposes and	subscribe	ed to the	ate, personally appeared BRUCE J. ANDERSON, known foregoing instrument, and acknowledged to me that he series expressed.
Given under my hand and seal of offici			
My Commission Expires:	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	000000000000	
	······································		Notary Public
COUNTY OF Tridless)) ss.		
Beogement Public in and for sa	ribed to ti	re forcon	te, personally appeared DANIEL C. WILSON, known to ing instrument, and acknowledged to me that he executed ressed.
My Control Scient Expires: 7			July 2004 Stany Burous Notary Public

Page 2 of 2