

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Shoshana K. Loeb	07/23/2009
RECEIVING PARTY DATA	
Name:	Telcordia Technologies, Inc.
Street Address:	One Telcordia Drive 5G116
City:	Piscataway
State/Country:	NEW JERSEY
Postal Code:	08854-4157
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12508638
CORRESPONDENCE DATA	
Fax Number:	(732)336-3004
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	adible@telcordia.com
Correspondent Name:	Ashley Dible
Address Line 1:	ONE TELCORDIA DRIVE 5G116
Address Line 2:	TELCORDIA TECHNOLOGIES, INC.
Address Line 4:	PISCATAWAY, NEW JERSEY 08854-4157
ATTORNEY DOCKET NUMBER:	APP 1852
NAME OF SUBMITTER:	Philip J. Feig
Total Attachments: 2 source=Assignment#page1.tif source=PTO1595#page1.tif	

CH \$40.00 12508638

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PATENT
REEL: 023002 FRAME: 0695

ASSIGNMENT OF APPLICATION

WHEREAS, I/we, **Shoshana K. Loeb** have invented certain useful improvements in "**System and Method for a Reactive and Personalized Exposure of Mobile End-User Context to a Third Party**" described in an application for Letters Patent; and

WHEREAS, I/we, hereby authorize and request my/our attorney to insert below the filing date and application number when they become known to comply with 37 CFR 3.21 for recordal of this assignment: U. S. Application No. 12/508,638 filed on July 24, 2009; and

WHEREAS, Telcordia Technologies, Inc., a corporation of the State of Delaware, having a place of business at One Telcordia Drive, Piscataway, NJ 08854-4157, United States of America, for the benefit of itself and its successors and assigns, all inclusively hereinafter referred to as "Assignee", is desirous of acquiring all rights, title, and interest in and to said application, all inventions disclosed therein, and any and all Letters Patent of the United States of America, and of all other countries, which may be granted for said inventions, or any of them; and

WHEREAS, I/we hereby represent and warrant to Assignee that I/we have, with respect to third parties, full and unencumbered rights, title, and interest in and to said application, inventions, and Letters Patent, and further that I/we may freely assign the same;

NOW, THEREFORE, for good and valuable consideration, the receipt of which from Assignee is hereby acknowledged, I/we do hereby sell, assign, and transfer to Assignee all my/our rights, title, and interest in and to said application, including all priority rights arising therefrom, all inventions disclosed therein, and all divisions and continuations thereof, and in and to any and all Letters Patent of the United States, and of all other countries, and all reissues thereof, which may be granted for said inventions, or any of them, together with the right to make application for any and all of the same;

TO HAVE, HOLD, AND ENJOY said inventions, said application and rights, and said Letters Patent, or any of them, to its own use and behoof to the full end of the term or terms for which said applications may endure and for which said Letters Patent may be granted, as fully and entirely as the same would have been held and enjoyed by me/us had this assignment not been made;

AND I/WE HEREBY authorize and request the Commissioner of Patents and Trademarks to issue or reissue such Letters Patent as may be granted on said application, on any division or continuation thereof, or for said inventions, or any of them, to Assignee in accordance with the terms of this instrument;

AND I/WE HEREBY agree that I/we shall, at the request of Assignee and without demand of further consideration, but at no expense to me/us, do all lawful and just acts, including execution and acknowledgment of instruments, furnishing information, and giving testimony, particularly in the event of interference or litigation, indicated by counsel for Assignee to be necessary for obtaining, maintaining, and perfecting the property rights, or any of them, hereby assigned.

IN WITNESS WHEREOF, I/we hereunto set my/our hand on the day and year indicated.

Shoshana K. Loeb
Shoshana K. Loeb

Date: July 23, 2009

**RECORDATION FORM COVER SHEET
PATENTS ONLY**

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)

Shoshana K. Loeb

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

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

Execution Date(s) 07/23/2009

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other

2. Name and address of receiving party(ies)

Name: Telcordia Technologies, Inc.

Internal Address: _____

Street Address: One Telcordia Drive 5G116

City: Piscataway

State: New Jersey

Country: US Zip: 08854-4157

Additional 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)

12/508,638

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Joseph A. D'Avanzo

Internal Address: Telcordia Technologies, Inc.

Street Address: One Telcordia Drive 5G116

City: Piscataway

State: New Jersey Zip: 08854-4157

Phone Number: (732) 699-3673

Fax Number: (732) 336-3004

Email Address: jdavanzo@telcordia.com

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- ☒ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

Deposit Account Number 021822

Authorized User Name Joseph A. D'Avanzo

9. Signature:

Joseph A. D'Avanzo
Signature

7/24/09
Date

Joseph A. D'Avanzo
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

2

Documents 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, VA 22313-1450