

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Yves Bertoni</td> <td>04/15/2009</td> </tr> <tr> <td>Stephane Betge Brezetz</td> <td>06/30/2009</td> </tr> <tr> <td>Christophe Senot</td> <td>06/19/2009</td> </tr> <tr> <td>Armen Aghasaryan</td> <td>06/19/2009</td> </tr> </tbody> </table>		Name	Execution Date	Yves Bertoni	04/15/2009	Stephane Betge Brezetz	06/30/2009	Christophe Senot	06/19/2009	Armen Aghasaryan	06/19/2009
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RECEIVING PARTY DATA											
Name:	Alcatel Lucent										
Street Address:	54, rue La Boetie										
City:	Paris										
State/Country:	FRANCE										
Postal Code:	75008										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12420168</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12420168						
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Application Number:	12420168										
CORRESPONDENCE DATA											
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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NAME OF SUBMITTER:	Joseph D. Dreher										

OP \$40.00 12420168

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**PATENT
 REEL: 023002 FRAME: 0904**

Total Attachments: 2
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ASSIGNMENT

Atty. Docket No LUTZ 2 01003 / 802507.

WHEREAS, the undersigned, hereinafter referred to collectively as Assignor, has invented:

SYSTEM AND METHOD FOR SELECTING A MESSAGE SUITABLE FOR DELIVERY TO A USER OF TELECOMMUNICATIONS SERVICES

for which Assignor is about to make or has made United States or International application for patent

- (a) executed on even date preparatory to filing (each inventor should sign this Assignment on the same day as he/she signs the Declaration and Power of Attorney);
- (b) executed on _____, _____, _____; or
- (c) filed on April 8, 2009, and assigned Serial No. 12/420168 or PCT International Application No. _____; and

WHEREAS, Alcatel Lucent, 54, rue La Boétie, 75008, Paris, France, hereinafter referred to as Assignee, is desirous of acquiring all right, title, and interest therein:

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy whereof is hereby acknowledged, Assignor agrees to, and hereby does, sell, assign and transfer unto Assignee and its successors in interest, the full and exclusive right, title and interest in the United States of America and throughout the world, including the right to claim priority under the laws of the United States, the Paris Convention, and any foreign countries, to the invention as described in the aforesaid application and all United States Letters Patent which may be granted therefore, and all divisions, continuations, reissues, reexaminations and extensions thereof, these rights, title and interest to be held and enjoyed by Assignee to the full end of the term for which the Letters Patent are granted and any extensions thereof as fully and entirely as the same would have been held by Assignor had this assignment and sale not been made, and the right to sue for, and recover for past infringements of, or liabilities for, any of the rights relating to any of the applications or patents resulting therefrom;

Assignor hereby covenants and agrees to execute all instruments or documents required or requested for the making and prosecution of any applications of any type for patent in the United States and in all foreign countries including, but not limited to, any provisional, continuation, continuation-in-part, divisional, renewal or substitute thereof, and as to letters patent any reissue, re-examination, or extension thereof, and for litigation regarding, or for the purpose of protecting title and to the said invention, the United States application for patent, or Letters Patent therefor, and to testify in support thereof, for the benefit of Assignee without further or other compensation than that above set forth;

Assignor hereby covenants that no assignment, sale, license, agreement or encumbrance has been or will be entered into which would conflict with this Assignment; and

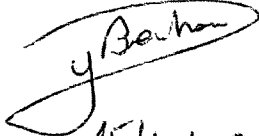
Assignor hereby requests the United States Patent and Trademark Office to issue the Letters Patent of the United States of America to Assignee, and requests that any official of any country or countries foreign to the United States, whose duty it is to issue or grant patents and applications as aforesaid, to issue the Letters Patent, Utility Model Registration or Inventor's Certificate to Assignee.

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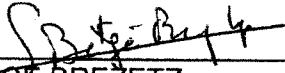
The undersigned hereby grant(s) the law firm of Fay Sharpe, LLP. the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office for recordation of this document.

Yves BERTONI


15/4/09

Dated

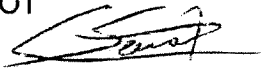
Stéphane BETGE BREZETZ



Dated

30/6/09

Christophe SENOT



Dated

19/06/2009

Armen AGHASARYAN



Dated

19. 06. 2009