

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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 style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Jukka Haikara</td> <td>09/14/2009</td> </tr> <tr> <td>Mika Erkkila</td> <td>09/14/2009</td> </tr> </tbody> </table>		Name	Execution Date	Jukka Haikara	09/14/2009	Mika Erkkila	09/14/2009				
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Mika Erkkila	09/14/2009										
RECEIVING PARTY DATA											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Polar Electro Oy</td> </tr> <tr> <td>Street Address:</td> <td>Professorintie 5</td> </tr> <tr> <td>City:</td> <td>Kempele</td> </tr> <tr> <td>State/Country:</td> <td>FINLAND</td> </tr> <tr> <td>Postal Code:</td> <td>FI-90440</td> </tr> </table>		Name:	Polar Electro Oy	Street Address:	Professorintie 5	City:	Kempele	State/Country:	FINLAND	Postal Code:	FI-90440
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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>12551009</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12551009						
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Application Number:	12551009										
CORRESPONDENCE DATA											
<p>Fax Number: (516)822-3582</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 516-822-3550</p> <p>Email: jpeterson@hoffmannbaron.com</p> <p>Correspondent Name: Hoffmann & Baron, LLP</p> <p>Address Line 1: 6900 Jericho Turnpike</p> <p>Address Line 4: Syosset, NEW YORK 11791</p>											
ATTORNEY DOCKET NUMBER:	1120-23										
NAME OF SUBMITTER:	Rod S. Turner										
<p>Total Attachments: 3</p> <p>source=Assignment#page1.tif</p> <p>source=Assignment#page2.tif</p> <p>source=Assignment#page3.tif</p>											

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PATENT
REEL: 023227 FRAME: 0086

For: ☒ U.S. and/or ☒ Foreign Rights
For: ☒ U.S. Application;
☐ U.S. Provisional Application;
☐ U.S. Patent; or
By: ☒ PCT Application
☒ Inventors or ☐ Present

Owners

ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNORS: (inventor(s) or person(s) or entity(ies) who own the invention)

Jukka Haikara
Name

Mika Erkkila
Name

Viheriavaarantie 5
Address

Ritaharjuntie 40 A 11
Address

90630 Oulu, Finland

90540 Oulu, Finland

FI
Nationality

FI
Nationality

(If assignment is by person or entity to whom invention was previously assigned and this was recorded in PTO add the following)

Recorded on _____

Reel _____
Frame _____

hereby sells, assigns and transfers to

ASSIGNEE:

Polar Electro Oy
(Type or print name of ASSIGNEE)

Professorintie 5
Address

FIN-90440 Kempele, Finland

FI
Nationality

and the successors, assigns and legal representatives of the ASSIGNEE,

(complete one of the following)

- ☒ the entire right, title and interest
☐ an undivided _____ percent (_____%) interest

for the United States and its territorial possessions

- ☒ and in all foreign countries, including all rights to claim priority,

in and to any and all improvements which are disclosed in the invention entitled:

**SYSTEM AND METHOD FOR PROVIDING ADVERTISING CONTENT
USING A GROUP TRAINING SYSTEM**

and which is found in

(check and complete (a), (b), (c), (d), (e), (f), or (g))

- (a) ☐ U.S. patent application executed on even date herewith
(b) ☐ U.S. patent application executed on _____
(c) ☐ U.S. provisional application naming the above inventor(s) for the above-identified invention.
☐ Express Mail label No.: _____, mailed: _____
☐ To comply with 37 CFR 3.21 for recordal of this assignment, I, an ASSIGNOR signing below, hereby authorize and request my attorney to insert below the filing date and application number when they become known
(d) ☒ U.S. application Serial No. 12/551,009 filed on August 31, 2009.
(e) ☐ International application No. PCT/_____/_____
(f) ☐ U.S. Patent No. _____ issued _____
☐ A change of address to which correspondence is to be sent regarding patent maintenance fees is being sent separately.
(g) ☒ and any legal equivalent thereof in a foreign country, including the right to claim priority

and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to Letters Patent any re-issue or re-examination thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.


IN WITNESS WHEREOF, I/We have hereunto set hand and seal this

Assignment of Invention - Page 2 of 3

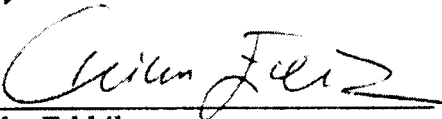
REEL: 023227 FRAME: 0088

above. **WARNING:** Date of signing must be the same as the date of execution of the application if item (a) was checked

Date: X 9/14/2009
Date of signing

X 
Jukka Haikara

Date: X 9/14/2009
Date of signing

X 
Mika Erkkila

NOTE: No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized then it will only be prima facie evidence of execution 35 USC 261. Use next page if notarization is desired.

☐ Notarization or Legalization Page Added.