

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Mary C. Tannenbaum	10/15/2009
RECEIVING PARTY DATA	
Name:	Union Beach L.P.
Street Address:	2714 Hibernia Street
City:	Dallas
State/Country:	TEXAS
Postal Code:	75204
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12581650
CORRESPONDENCE DATA	
Fax Number:	(214)855-8200
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	214-855-8000
Email:	ldecordova@fulbright.com
Correspondent Name:	D.Tannenbaum/Fulbright & Jaworski LLP
Address Line 1:	2200 Ross Avenue
Address Line 2:	Suite 2800
Address Line 4:	Dallas, TEXAS 75201
ATTORNEY DOCKET NUMBER:	49016/P026US/08008819
NAME OF SUBMITTER:	David H. Tannenbaum
Total Attachments: 3 source=P026US#page1.tif source=P026US#page2.tif source=P026US#page3.tif	

OP \$40.00 12581650

ASSIGNMENT BY INVENTOR

THIS ASSIGNMENT, by Mary C. Tannenbaum (hereinafter referred to as Assignor), residing at 2714 Hibernia Street, Dallas, Texas 75204;

WHEREAS, Assignor has invented certain new and useful improvements in SYSTEM AND METHOD FOR PERSONALIZING A COMMONLY DISTRIBUTED PUBLICATION, set forth in a Patent application for Letters Patent of the United States, filed on October 19, 2009 as U.S. application No. 12/581,650; and

WHEREAS, Union Beach L.P., a Limited Partnership organized under and pursuant to the laws of Texas having its principal place of business at 2714 Hibernia Street, Dallas, Texas 75204 (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to said inventions and said Application for Letters Patent of the United States, and in and to any Letters Patent of the United States to be obtained therefore and thereon.

NOW, THEREFORE, for good and sufficient consideration, the receipt of which is hereby acknowledged, Assignor has sold, assigned, transferred and set over, and by these presents does sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions and application for Letters Patent, and in and to any and all direct and indirect divisions, continuations and continuations-in-part of said application, and any and all Letters Patent in the United States and all foreign countries which may be granted therefore and thereon, and reissues, reexaminations and extensions of said Letters Patent, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may be granted and/or extended, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.

AND for the same consideration, Assignor hereby represents and warrants to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to

75840671.1

Assignee under law or that have already been transferred to Assignee, Assignor is the sole and lawful owners of the entire right, title and interest in and to the said inventions and application for Letters Patent above-mentioned, and that the same are unencumbered and that Assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth.

AND for the same consideration, Assignor hereby covenants and agrees to and with Assignee, its successors, legal representatives and assigns, that Assignor will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said inventions, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise: that any proceeding in connection with said inventions, or said Patent application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for said inventions in any country, including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable.

AND Assignor hereby requests the Commissioner of Patent and Trademarks to issue said Letters Patent of the United States to Assignee, as Assignee of said inventions and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

AND Assignor hereby grants the following individuals 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 United States Patent and Trademark Office for recordation of this document:

FULBRIGHT & JAWORSKI L.L.P.

All practitioners at Customer Number 000029053

AND Assignor acknowledges an obligation of assignment of this invention to Assignee at the time the invention was made.

Date: 10/15/09

[Signature]
Mary C. Tannenbaum

United States of America)
State of TEXAS) ss.:
County of DALLAS)

On this 15th day of October, 2009, before me personally came Mary C. Tannenbaum, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

[Signature]
Notary Public

