PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Marc Francis Hayes Jr.	01/02/2007
Ahmad John Aslami	01/03/2007
Scott David Bogartz	01/02/2007
John Charles Hanger	01/02/2007

RECEIVING PARTY DATA

Name:	ContactAtOnce! LLC	
Street Address:	3700 Mansell Road	
City:	Alpharetta	
State/Country:	GEORGIA	
Postal Code:	30022	

PROPERTY NUMBERS Total: 1

Property Type	Number	
Application Number:	11408864	

CORRESPONDENCE DATA

Fax Number: (678)420-9301

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

Phone: 678.420.9300

Email: hopkinsb@ballardspahr.com

Correspondent Name: David A. Cornett

Address Line 1: 999 Peachtree Street

Address Line 2: Suite 1000

Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	03366.0001U1
NAME OF SUBMITTER:	Beverly Hopkins

Total Attachments: 4

501038401

PATENT REEL: 023638 FRAME: 0695 OF \$40.00 11408864

source=03366.0001U1 Executed Assignment#page1.tif source=03366.0001U1 Executed Assignment#page2.tif source=03366.0001U1 Executed Assignment#page3.tif source=03366.0001U1 Executed Assignment#page4.tif

PATENT REEL: 023638 FRAME: 0696 which was:

ASSIGNMENT OF UTILITY PATENT APPLICATION

WHEREAS, the following parties:

Name	Address	City	State	Zip
Marc Francis Hayes Jr.	8635 Haven Wood Trl	Roswell	GA	30076-3657
Ahmad John Aslami	1245 Beacon Hill Crossing	Alpharetta	GA	30005
Scott David Bogartz	4360 Missendell Lane	Norcross	GA	30092
John Charles Hanger	20 Dorris Road	Alpharetta	GA	30004

hereinafter referred to as ASSIGNOR, has/have invented certain new and useful improvements ("invention(s)") as described and set forth in the below-identified utility application for United States Letters Patent entitled:

PRESENCE OPTIMIZED ADVERTISEMENT PUBLISHING SYSTEM AND METHODOLOGY

executed on even date he	rewith.	
filed with the United States	Patent and Trademark Office (USPTO) on ${f 0}$	4/20/2006 and assigned Serial No. 11/408,864 and
Application entitled A proc mechanism and respon Application entitled A Proc Click Direct Response	se analytics. having ser. no. 60/673,143 cess for Presence-Optimizing Pay for Pe	rformance Online Advertising Including Single Optimization, Fraud Detection and Trusted Third
referred to as ASSIGNEE, is desirous of acqui any U.S. and foreign patents which are related	ring ASSIGNOR'S interest in and to said inveto the same.	neadow Parkway, Suite 120, Roswell, GA 30076 hereinafte ention(s), said utility application, said provisional application, and good and valuable consideration, the receipt and sufficiency of
which is hereby acknowledged by ASSIGNOR, transfer unto ASSIGNEE, and ASSIGNEE'S s invention(s), said utility application, and said probe granted in the U.S. for said inventions, inclapplications; and (b) the entire right, title and	ASSIGNOR has sold, assigned and transferr uccessors and assigns, (a) the entire right, till ovisional application and all the rights and prividing all corresponding provisional, continual interest in and to said invention(s), said utility arising from them, and all the rights and pri	
ASSIGNOR authorizes ASSIGNEE	to make application for such protection in its or any application for patent or other form of	own name and maintain such protection in any and all countrie protection for said inventions, without further authorization from s, conventions, or agreements.
ASSIGNOR hereby consents that a	copy of this assignment shall be deemed a ASSIGNEE to apply for patent or other form	full legal and formal equivalent of any document which may be of protection for said inventions, said utility application, or said
	all patents for said inventions be issued to AS	SIGNEE in the U.S. and to ASSIGNEE in all countries foreign t
ASSIGNOR covenants and agrees papers, take all rightful oaths, and do all acts v forms of protection of said invention(s), and for	that, when requested, ASSIGNOR shall, with which may be necessary, desirable, or conver the defense and protection thereof if challeng	
utility application and/or the provisional application		alf, the filing date and/or serial number above pertaining to the fthis document.
witze		2 pm 2007
MARC FRANCIS HAYES	3, Jr.	Date
On this 2rd day of 5000000 individual described above and who execut	2006 before me personally	AC Franck Hayes Tk. to me known to be the
motal Augus		CRYSTAL HAYNES Notary Public, Fulton County, Georgia My Commission Expires October 15, 2007
Notaty Public Darked VAVI d	Dogwan Drivers	My Commission Expires

PATENT REEL: 023638 FRAME: 0697

ASSIGNMENT OF UTILITY PATENT APPLICATION

WHEREAS, the following parties:

Name	Address	City	State	Zip
Marc Francis Hayes Jr.	8635 Haven Wood Trl	Roswell	GA	30076-3657
Ahmad John Aslami	1245 Beacon Hill Crossing	Alpharetta	GA	30005
Scott David Bogartz	4360 Missendell Lane	Norcross	GA	30092
John Charles Hanger	20 Dorris Road	Alpharetta	GA	30004

hereinafter referred to as ASSIGNOR, has/have invented certain new and useful improvements ("invention(s)") as described and set forth in the below-identified utility application for United States Letters Patent entitled:

which was: executed on even date herewith, filed with the United States Patent and Trademark Office (USPTO) on 04/20/2006 and assigned Serial No. 11/408,864 and further described in the following U.S. provisional application(s): Application entitled A process for multi-distributed, presence-based, interactive advertising with instant direct response mechanism and response analytics, having ser. no. 60/673,143 and filed on 04/20/2005; and Application entitled A Process for Presence-Optimizing Pay for Performance Online Advertising Including Single Click Direct Response Contact Enabling Analytics, Real-Time Optimization, Fraud Detection and Trusted Third Party Dispute Resolution having ser. no. 60/713,394, and filed on 09/01/2005.

WHEREAS, ContactAtOnce! LLC having a place of business at 1225 Northmeadow Parkway, Suite 120, Roswell, GA 30076 hereinafter referred to as ASSIGNEE, is desirous of acquiring ASSIGNOR'S interest in and to said invention(s), said utility application, said provisional application, and any U.S. and foreign patents which are related to the same.

NOW. THEREFORE. TO ALL WHOM IT MAY CONCERN: Be it known that, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by ASSIGNOR, ASSIGNOR has sold, assigned and transferred and does hereby sell, assign and transfer unto ASSIGNEE, and ASSIGNEE'S successors and assigns, (a) the entire right, title and interest, for the United States of America, in and to said invention(s), said utility application, and said provisional application and all the rights and privileges in any application and under any and all patents that may be granted in the U.S. for said inventions, including all corresponding provisional, continuation, continuation-in-part, divisional, reissue, and reexamination applications; and (b) the entire right, title and interest in and to said invention(s), said utility application, and said provisional application for all countries foreign to the U.S., including all rights of priority arising from them, and all the rights and privileges under any and all forms of protection, including patents, that may be granted in said countries foreign to the U.S. for them.

ASSIGNOR authorizes ASSIGNEE to make application for such protection in its own name and maintain such protection in any and all countries foreign to the U.S., and to invoke and claim for any application for patent or other form of protection for said inventions, without further authorization from ASSIGNOR, any and all benefits, including the right of priority provided by any and all treaties, conventions, or agreements.

ASSIGNOR hereby consents that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country in proof of the right of ASSIGNEE to apply for patent or other form of protection for said inventions, said utility application, or said provisional application and to claim the aforesaid benefit of the right of priority.

ASSIGNOR requests that any and all patents for said inventions be issued to ASSIGNEE in the U.S. and to ASSIGNEE in all countries foreign to the U.S., or to such nominee as ASSIGNEE may designate.

ASSIGNOR covenants and agrees that, when requested, ASSIGNOR shall, without charge to ASSIGNEE but at ASSIGNEE'S expense, sign all papers. take all rightful oaths, and do all acts which may be necessary, desirable, or convenient in connection with the patent applications, patents, or other forms of protection of said invention(s), and for the defense and protection thereof if challenged in the court of law.

ASSIGNOR authorizes ASSIGNEE or its agents to insert, on ASSIGNOR's behalf, the filing date and/or serial number above pertaining to the utility application and/or the provisional application, if not known as of the date of execution of this document.

utility application and/or the provisional application, if not known as of the date of execution of	this document.
Ca C.	1/3/67
Ahmad John Aslami	Date
On this 3 day of January, 2007	hmad Aslami to me known to be the
individual described above and who executed the foregoing instrument, or acknowled	ged execution of the same.
Thannahandla MANON	9-11-09
Notary Public COMM/SS OF THE Public No Notary Public	My Commission Expires
E STATE OF THE STA	
7/1. 2000 all Paris	PATENT
S GEOK WAS	1 // - 1

REEL: 023638 FRAME: 0698

which was:

ASSIGNMENT OF UTILITY PATENT APPLICATION

WHEREAS, the following parties:

Name	Address	City	State	Zip
Marc Francis Hayes Jr.	8635 Haven Wood Trl	Roswell	GA	30076-3657
Ahmad John Aslami	1245 Beacon Hill Crossing	Alpharetta	GA	30005
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John Charles Hanger	20 Dorris Road	Alpharetta	GA	30004

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PRESENCE OPTIMIZED ADVERTISEMENT PUBLISHING SYSTEM AND METHODOLOGY

	executed on even date herewith.			
\boxtimes	filed with the United States Pater	nt and Trademark Office (USP)	(O) on <u>04/20/2006</u> and assigned Seria	i No. <u>11/408,864</u> and
1. 2.	mechanism and response an Application entitled A Process f	for multi-distributed, present allytics. having ser. no. <u>60/6</u> for Presence-Optimizing Pal act Enabling Analytics, Real	ce-based, interactive advertising 73,143 and filed on 04/20/2005; and y for Performance Online Advertis I-Time Optimization, Fraud Detect	d sing Including Single
referred to as ASS any U.S. and foreign NOW, T which is hereby actransfer unto ASSI invention(s), said ube granted in the applications; and foreign to the U.S. that may be granted ASSIGN foreign to the U.S. ASSIGNOR, any a ASSIGN required in any coprovisional application ASSIGN the U.S., or to such ASSIGN papers, take all right forms of protection ASSIGN utility application a	AS, ContactAtOnce! LLC having AS IGNEE, is desirous of acquiring AS on patents which are related to the HEREFORE. TO ALL WHOM IT MAN KNOWLEGED BY ASSIGNOR, ASSIGNEE, and ASSIGNEE'S success tility application, and said provision U.S. for said inventions, including to the entire right, title and interest, including all rights of priority arising the in said countries foreign to the U. IOR authorizes ASSIGNEE to make, and to invoke and claim for any and all benefits, including the right of IOR hereby consents that a copy of the right of ASSIGNET in proof of the right of ASSIGNET in ond to claim the aforesaid benefic and to claim the aforesaid benefic and the assignment of the right of ASSIGNET in and to claim the aforesaid benefic and the assignment of the requests that any and all paters in nominee as ASSIGNEE may design to the right of the right of the right of the right of the requests that any and all paters in ordinates and do all acts which no for said invention(s), and for the design of the right of the design of the right of	g a place of business at 1225 SSIGNOR'S interest in and to same. MAY CONCERN: Be it known GNOR has sold, assigned and sors and assigns, (a) the entire hal application and all the rights all corresponding provisional, ast in and to said invention(s), and from them, and all the rights. S. for them. We application for such protection application for patent or other of priority provided by any and a of this assignment shall be defined the right of the right of priority. Into the right of priority. Into the requested, ASSIGNOR shall be necessary, desirable, of the sand protection thereof if agents to insert, on ASSIGNOR.	Northmeadow Parkway, Suite 120, said invention(s), said utility application that, for good and valuable consideratransferred and does hereby sell, assideright, title and interest, for the United and privileges in any application and acontinuation, continuation-in-part, divisional utility application, and said provings and privileges under any and all formal in its own name and maintain such form of protection for said inventions, and a full legal and formal equivalenther form of protection for said inventional treaties, conventions, or agreements and to ASSIGNEE in the U.S. and to ASSIGNEE in the U.S. and to ASSIGNEE but or convenient in connection with the particular convenient in connection with the particular p	ation, the receipt and sufficiency of gn and distates of America, in and to said under any and all patents that may sional, reissue, and reexamination isional application for all countries ms of protection, including patents protection in any and all countries, without further authorization from some construction of any document which may be one, said utility application, or said at ASSIGNEE in all countries foreign to at ASSIGNEE'S expense, sign a satent applications, patents, or other all number above pertaining to the said and th
On this	and day of Januar	erioregoing instrument, or ac	ally Sch Dwd Byggiknowledged execution of the same CRYSTAL HAYNES Notary Public, Fulton County, (My Commission Express October My Commission Express October	

PATENT REEL: 023638 FRAME: 0699

ASSIGNMENT OF UTILITY PATENT APPLICATION

WHEREAS, the following parties:

Name :	Address	City	State	Zip
Marc Francis Hayes Jr.	8635 Haven Wood Trl	Roswell	GA	30076-3657
Ahmad John Aslami	1245 Beacon Hill Crossing	Alpharetta	GA	30005
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\boxtimes	filed with the United States Patent and Trademark Office (USPTO) on <u>04/20/2006</u> and assigned Serial No. <u>11/408,864</u> and
1. 2.	further described in the following U.S. provisional application(s): Application entitled A process for multi-distributed, presence-based, interactive advertising with instant direct response mechanism and response analytics, having ser. no. 60/673,143 and filed on 04/20/2005; and Application entitled A Process for Presence-Optimizing Pay for Performance Online Advertising Including Single Click Direct Response Contact Enabling Analytics, Real-Time Optimization, Fraud Detection and Trusted Third Party Dispute Resolution having ser. no. 60/713,394, and filed on 09/01/2005.
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L	Λ
1-4-	Charles Hanger Date
John	Charles Hanger Date
On this	Sad day of January, 2006 before me personally John Charles Hanguito me known to be the
On this 2nd day of, 2009 before me personally ON	
MANCE	7405 CLICOBY 15, 2007

Georgia Drivers license.

PATENT REEL: 023638 FRAME: 0700

RECORDED: 12/11/2009