

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Second recording of assignment originally recorded at reel 015379 frame 0903 with corrected assignee name

CONVEYING PARTY DATA

Name	Execution Date
Michael W. Roeger	04/26/2004

RECEIVING PARTY DATA

Name:	Jericho Systems Corporation
Street Address:	6600 LBJ Freeway
Internal Address:	Suite 250
City:	Dallas
State/Country:	TEXAS
Postal Code:	75240

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	10852406

CORRESPONDENCE DATA

Fax Number: (412)355-6501
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 412 355-6798
 Email: patents@klgates.com
 Correspondent Name: Christopher G. Wolfe
 Address Line 1: 535 Smithfield Steet
 Address Line 2: Henry W. Oliver Building
 Address Line 4: Pittsburgh, PENNSYLVANIA 15222-2312

ATTORNEY DOCKET NUMBER:	070522
NAME OF SUBMITTER:	Christopher G. Wolfe

Total Attachments: 8
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**PATENT
 REEL: 023900 FRAME: 0984**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Art Unit No. 2421
Examiner: Hoang Vu A
 Nguyen Ba
Inventor: Michael Roegner
Serial No.: 10/852,406
Filing Date: 5/24/2004

METHOD AND SYSTEM FOR
SELECTING CONTENT ITEMS TO BE
PRESENTED TO A VIEWER

DECLARATION OF BRYNN MOW

Dear Comissioner:

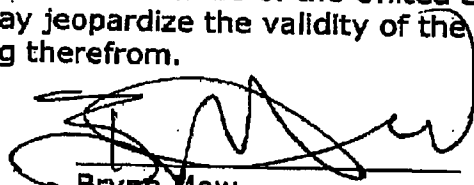
I, Brynn Mow, declare as follows:

1. I am the chief executive officer (CEO) of the Delaware corporation currently named "Jericho Systems Corporation," (hereinafter, "the Corporation").
2. I have been a shareholder and officer of the Corporation since its formation on July 26, 2002.
3. At the time of its formation, the Corporation was named "Jericho Systems, Inc."
4. On January 28, 2003, the name of the Corporation was changed to its current name, "Jericho Systems Corporation." This change is evidenced by the "Certificate of Amendment of Certificate of Incorporation," a certified copy of which is attached hereto as Exhibit A.
5. On April 26, 2004, inventor Michael Roeger executed an assignment of the above-captioned patent application to the Corporation. The assignment erroneously listed the Corporation by its prior name, "Jericho Systems, Inc." This is despite the fact that the name of the Corporation on April 26, 2004 was "Jericho Systems Corporation."
6. To the best of my knowledge and belief, the April 26, 2004 assignment referred to the Corporation as "Jericho Systems, Inc." instead of the then-current name "Jericho Systems Corporation" due to an error of a typographical nature.

7. A copy of the April 26, 2004 assignment, corrected to list the proper name of the assignee, "Jericho Systems Corporation," is attached hereto as Exhibit B.

8. I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements are made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

Date: 5 Feb 2010



Brynn Mow
CEO
Jericho Systems Corporation

Exhibit A

FEB 07 2010 10:12AM JERICO SYSTEMS CORP. 001

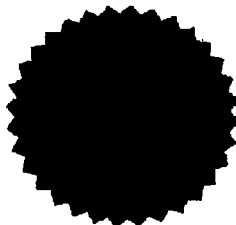
Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "JERICO SYSTEMS, INC.", CHANGING ITS NAME FROM "JERICO SYSTEMS, INC." TO "JERICO SYSTEMS CORPORATION", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF JANUARY, A.D. 2003, AT 10 O'CLOCK A.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.



Harriet Smith Windsor
Harriet Smith Windsor, Secretary of State

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030055294

AUTHENTICATION: 2228232

DATE: 01-28-03

PATENT
REEL: 023900 FRAME: 0989

JERICHO SYSTEMS, INC.
CERTIFICATE OF AMENDMENT OF
CERTIFICATE OF INCORPORATION

Jericho Systems, Inc., a corporation organized and existing under the Delaware General Corporation Law (the "Corporation"),

DOES HEREBY CERTIFY:

FIRST: that the Board of Directors of the Corporation, acting by unanimous written consent, duly adopted resolutions setting forth a proposed amendment to the Certificate of Incorporation of the Corporation, declaring the amendment to be advisable, and directing that the amendment be submitted to the stockholders of the Corporation for their consideration. The resolution setting forth the proposed amendment is as follows:

RESOLVED, that the Board of Directors of the Corporation hereby adopts, approves and recommends a proposal to amend the Certificate of Incorporation of the Corporation to amend ARTICLE I thereto, as follows:

"ARTICLE I

The name of the Corporation is Jericho Systems Corporation."

SECOND: that thereafter, the stockholders of the Corporation, which hold the necessary number of shares as required by statute, duly adopted and approved the amendment by unanimous written consent pursuant to Section 228 of the Delaware General Corporation Law.

THIRD: that the amendment was duly adopted in accordance with the provisions of Section 242 of the Delaware General Corporation Law.

IN WITNESS WHEREOF, the Board of Directors of the Corporation has caused this Certificate of Amendment to be signed by Brendon Unland, its President, as of January 9, 2003.

By: /s/ Brendon Unland
Brendon Unland
President

011211.00017:758684.01

Exhibit B

ASSIGNMENT

This Assignment is made by Michael W. Roegner of Fort Worth, Texas (hereinafter referred to as "Assignor").

WHEREAS, Assignor has invented a new and useful invention entitled METHOD AND SYSTEM FOR DYNAMICALLY AND SPECIFICALLY TARGETING MARKETING, for which an application for United States Letters Patent is made, said application being filed with the U.S. Patent and Trademark Office concurrently herewith; and

WHEREAS, Assignor believes himself to be the original inventor of the invention disclosed and claimed in said application for Letters Patent; and

WHEREAS, the parties desire to have a recordable instrument assigning the entire right, title and interest in and to said invention, said application and any Letters Patent that may be granted for said inventions in the United States and throughout the world;

NOW, THEREFORE, in accordance with the obligations to assign the invention and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to ^{Jericho Systems Corporation} ~~Jericho Systems, Inc.~~ (hereinafter referred to as "Assignee"), the entire right, title, and interest in and to said invention, said application and any Letters Patent that may be granted for said invention in the United States and throughout the world, including the right to file foreign applications directly in the name of the Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties, or otherwise.

Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, he and/or his legal representatives and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing, or enforcing Letters Patent in the United States and throughout the world for said invention, and for perfecting, recording, or maintaining the title of Assignee, its successors and assigns, to said invention, said application, and any Letters Patent granted for said invention in the United States and throughout the world.

Assignor represents and warrants that he has not granted and will not grant to others any rights inconsistent with the rights granted herein.

Assignor authorizes and requests the Assistant Commissioner for Patents of the United States and of all foreign countries to issue any Letters Patent granted for said invention, whether

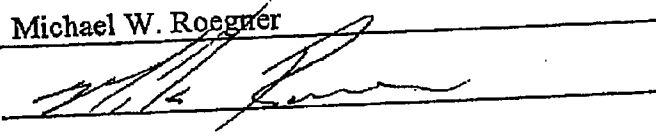
on said application or on any subsequently filed divisional, continuation, continued prosecution application or reissue application, to Assignee, its successors and assigns, as the assignee of the entire interest in said invention.

IN WITNESS WHEREOF, Assignor has executed this Assignment on the date provided below.

FULL NAME OF FIRST INVENTOR: _____

Michael W. Roegner _____

INVENTOR'S SIGNATURE: _____

 _____

DATE: _____

2605 Chadbourne Drive _____

RESIDENCE: _____

Plano, Texas 75023 _____