

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Elie Makhoul	10/20/2009
Zia Khan	09/17/2009
Marvin Igelman	09/17/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	UnoMobi, Inc.
<b>Street Address:</b>	55 Administration Drive, #12
<b>City:</b>	Concord, Ontario
<b>State/Country:</b>	CANADA
<b>Postal Code:</b>	L4K4G9
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12368071
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<b>ATTORNEY DOCKET NUMBER:</b>	3320/107
<b>NAME OF SUBMITTER:</b>	Jakub M. Michna

Total Attachments: 2  
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**PATENT  
 REEL: 023923 FRAME: 0101**

**CH \$40.00 12368071**



ASSIGNMENT

ASSIGNORS: Elie Makhoul  
Zia Khan  
Marvin Igelman

ASSIGNEE: UnoMobi, Inc.  
55 Administration Drive, #12  
Concord, Ontario  
Canada L4K 4G9

TITLE: Method and System for Wireless Message-Based Advertising

ATTORNEY DOCKET: 3320/107

APPLICATION NO.: 12/368,071

FILING DATE: February 9, 2009

Assignor is a joint inventor of a certain new and useful invention (the "Invention") described in a United States patent application (the "Application") bearing the above attorney docket number and having the above title. If a filing date and application number are shown, the Application has a Patent and Trademark Office filing date and application number as indicated above.

For valuable consideration, receipt of which is acknowledged, each Assignor hereby assigns to Assignee (which term shall include Assignee's successors and assigns), all of Assignor's right, title and interest in the Invention, all improvements therein, the Application and all priority rights arising therefrom, and any patents, and any renewals and extensions thereof, which issue in any country upon any patent applications which correspond with any of the following: the Application; any application that claims priority from the Application (including as a divisional, continuation-in-whole or continuation-in-part, or as an application claiming priority from a provisional application); or any application based in whole or in part on any of the foregoing.

Each Assignor further agrees that such Assignor and Assignor's heirs and legal representatives will, without further consideration, cooperate with Assignee in the

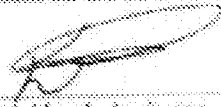
**PATENT**

**REEL: 023923 FRAME: 0103**

prosecution of all of the above applications, execute, verify, acknowledge and deliver all such further papers, including applications for patents and for reissues and extensions therefor, and instruments of assignment and transfer thereof, and will communicate any facts known to Assignor relating to the Invention, to obtain or maintain or enforce patents for the Invention and improvements therein in any and all countries and to vest title thereto in Assignee. Each Assignor further agrees that such Assignor will, without further compensation to Assignor during the term of each Assignor's employment by Assignee and thereafter for reasonable compensation as determined by Assignee, perform such other acts as may be reasonably required when requested by Assignee, including attending depositions, preparing and executing declarations and affidavits and testifying as a witness, to obtain or maintain or enforce patents for the Invention and improvements therein in any and all countries and to vest title thereto in Assignee.

Each Assignor hereby executes this instrument on the date set forth below.

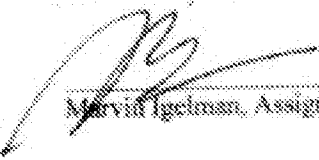
Date: Oct 20, 2008

  
Elie Makhoul, Assignor

Date: Sep 17, 2009

  
Zia Khan, Assignor

Date: Sept 17 2009

  
Marvin Igelman, Assignor