

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Edward A. Ehrlacher	02/18/2010
RECEIVING PARTY DATA	
Name:	Prime Research Alliance E, Inc.
Street Address:	Craigmuir Chambers
Internal Address:	PO Box 71 Road Town
City:	Tortola
State/Country:	BRITISH VIRGIN ISLANDS
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12575945
CORRESPONDENCE DATA	
Fax Number:	(267)880-1721
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	267-880-1720
Email:	dgrowe@techpats.com
Correspondent Name:	Carlineo, Spicer & Kee, LLC
Address Line 1:	2003 South Easton Road
Address Line 2:	Suite 208
Address Line 4:	Doylestown, PENNSYLVANIA 18901
ATTORNEY DOCKET NUMBER:	PRI-203-2
NAME OF SUBMITTER:	Deborah Growe
Total Attachments: 2 source=PRI-203-2_ASSIGNMENT#page1.tif source=PRI-203-2_ASSIGNMENT#page2.tif	

CH \$40.00 12575945

ASSIGNMENT

Whereas, I, **EDWARD A. EHRLACHER**, a citizen of the United States with address of 226 W. Gravers Lane, Philadelphia, PA 19118, hereinafter generally referred to as "ASSIGNOR", have executed United States Patent Application No. 12/575,945, entitled ***Methods and Systems using a Multi-Platform Targeted Advertising System to Select Advertisements within a Target Geographic Area***, filed October 8, 2009 for certain new and useful invention(s) (hereafter "Patent Application");

Assignor authorizes ASSIGNEE OR ASSIGNEE'S representative to insert the Application Number and Filing Date of this application if they are unknown at the time of execution of this Assignment; and

Whereas, **Prime Research Alliance E, Inc.**, a British Virgin Islands corporation having its principal place of business at Craigmuir Chambers, PO Box 71, Road Town, Tortola, British Virgin Islands, hereinafter generally referred to as "ASSIGNEE", is desirous of acquiring the right, title and interest in, to and under said invention and said Patent Application.

Now, Therefore, for good and valuable consideration, the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, I, the undersigned ASSIGNOR, hereby agree to sell, assign, transfer and convey and by these presents do sell, assign, transfer and convey unto the above-named ASSIGNEE, the whole and entire right, title and interest in and to any and all of the following:

- a) said Patent Application, including any and all invention(s) as described in said Patent Application, for the territory of the United States and its possessions and territories and all foreign countries;
- b) any patent applications resulting from said Patent Application, including any and all related United States and foreign patent applications disclosing said invention(s), including provisionals, non-provisionals, divisions, continuations, and continuations-in-part thereof, along with the rights of priority created by said patent applications under any treaty relating thereto;
- c) United States and foreign patents which may be granted on any and all of said patent applications, including extensions, reissues and reexamination certificates thereof; and
- d) past, current and future causes of action and enforcement rights, whether currently pending, filed, or otherwise, under said Patent Application, including without limitation, all rights of Assignor to (i) sue for past, current and future infringements of the Patent Application or any patents resulting therefrom, including the right to license and to collect and receive any damages, royalties, injunctive relief, and/or any other settlements or remedies for such infringements, and (ii) sue under any past, current and future causes of action relating to any of

the inventions or discoveries described or claimed in the Patent Application or any patents resulting therefrom;

said patent application(s), patent(s) and invention(s) to be held and enjoyed by the above-named ASSIGNEE, for ASSIGNEE's own use and benefit, and for ASSIGNEE's successors and assigns to the full end of the term or terms for which said patent(s) may be granted, as fully and entirely as the same would have been held by the undersigned ASSIGNOR had this assignment and sale not been made; and for the aforesaid consideration ASSIGNOR hereby covenants, agrees and undertakes to communicate to said ASSIGNEE or to its nominee all known facts respecting said patent application(s), patent(s) and invention(s), and to testify in any legal proceedings and to execute and deliver, whenever requested by the above-named ASSIGNEE, and without undue delay, all patent applications, assignments, lawful oaths and any other papers which ASSIGNEE may deem necessary or desirable for securing to ASSIGNEE or for maintaining for ASSIGNEE all the patent application(s), patent(s) and invention(s) hereby assigned or agreed to be assigned all without further compensation to the undersigned ASSIGNOR.

And it is hereby covenanted that ASSIGNOR has full right to convey the entire interest herein assigned, and that ASSIGNOR has not executed and will not execute any agreement in conflict herewith.

IN WITNESS WHEREOF, the undersigned, being properly authorized to execute this Assignment, hereunto sets their hand and seal.

2-18-10
(DATE)

Edward A. Ehrlacher (SEAL)
EDWARD A. EHRLACHER

State of PA :
County of BUCKS :

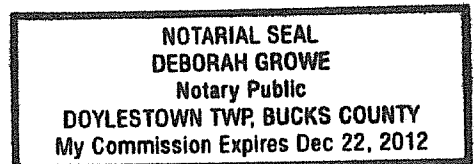
On this 18th day of February, 2010 before me, the undersigned officer, personally appeared **EDWARD A. EHRLACHER** known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he, being authorized to do so, executed the same for the purposes and consideration therein expressed and in the capacity therein stated.

Witness my hand and Notarial seal the day and year immediately above written.

Deborah Growe
Notary Public

My Commission expires on:
12-22-2010

[seal]



PATENT