

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Christopher J. Barry	12/12/2002
Eric Robert Bronnimann	12/12/2002
Jacob Paul Ewerdt	02/28/2003
William C. Day	12/12/2002
Kevin RJB Donovan	03/12/2003
Brian Hammond	12/12/2002
Elizabeth Klein	02/20/2003
Matthew Gordon Knell	12/12/2002
Ron McCoy	12/12/2002
Sara Frances Plath	12/12/2002
Dan C. Porter	12/12/2002
Eric Christopher Saam	12/12/2002

RECEIVING PARTY DATA

Name:	About, Inc.
Street Address:	249 West 17th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10011

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12823651

CORRESPONDENCE DATA

Fax Number: (877)769-7945
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (512) 472-5070
 Email: sotelo@fr.com

CH \$40.00 12823651

Correspondent Name: Ryan McCarthy
Address Line 1: FISH & RICHARDSON P.C.
Address Line 2: P.O.BOX 1022
Address Line 4: MINNEAPOLIS, MINNESOTA 55440-1022

ATTORNEY DOCKET NUMBER:	16113-0634003
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NAME OF SUBMITTER:	Ryan McCarthy
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Total Attachments: 8
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ASSIGNMENT

WHEREAS, WE, Christopher J. Barry, residing at 15 Lee Blvd., Somers, NY 10589, Eric Robert Bronnimann, residing at 3450 28th Street, Apt. 6H, Astoria, NY 11106, Jacob Paul Ewerdt, residing at 7856 West Mansfield Parkway, Apt. 307, Lakewood, CO 80235, William C. Day, residing at 266 Maple Street, Haworth, NJ 07641, Kevin RJB Donovan, residing at 260 Church Street, Apt. #3C1, White Plains, NY 10603, Brian Hammond, residing at 382 3rd Avenue, Apt. 10-B, New York, NY 10016, Elizabeth Klein, residing at 200 East 15th Street, New York, NY 10003, Matthew Gordon Knell, residing at 290 Hylan Blvd., Staten Island, NY 10305-2035, Ron McCoy, residing at 3983 Gladney Drive, Doraville, GA 30340, Sara Frances Plath, residing at 456 West 45th Street, #6, New York, NY 10036, Dan C. Porter, residing at 619 8th Avenue, Brooklyn, NY 11215, and Eric Christopher Saam, residing at 501 Whitewood Road, Union, NJ 07083, have invented certain new and useful improvements in and to the subject matter of:

METHOD AND SYSTEM FOR PROVIDING ADVERTISING THROUGH CONTENT SPECIFIC NODES OVER THE INTERNET

described in an application being executed simultaneously herewith;

AND, WHEREAS, About, Inc., a corporation organized under the laws of the State of Delaware, having a place of business located at 249 West 17th Street, New York, NY 10011 (hereinafter "ASSIGNEE"), is desirous of acquiring certain rights to the improvements and under the application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) or the equivalent thereof, and other good and valuable consideration, receipt of which is hereby acknowledged, we do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, our entire right, title and interest in and throughout the United States of America (including its territories and dependencies) and all countries foreign thereto in and to said improvements, said United States application, any other United States applications, including provisional, divisional, renewal, substitute, continuation, reexamination and reissue applications, based in whole or in part on said United States application or in whole or in part on said improvements, any foreign applications, including international and regional applications, based in whole or in part on any of the aforesaid United States applications or in whole or in part on said improvements, and in and to any and all letters patent, including extensions thereof, of any country which have been or may be granted on any of the aforesaid applications or on said improvements or any parts thereof;

AND WE hereby authorize and request our agents, Hunton & Williams, whose address is 1900 K Street, Suite 1200, Washington, DC 20006-1109, to insert hereon any identification necessary or desirable for recordation of this document, including the filing date and application number of said application when known.

AND WE hereby agree for ourselves and our heirs, executors and administrators to execute without further consideration any further documents and instruments which may be necessary, lawful and proper in the prosecution of said above-referenced application or in the preparation or prosecution of any continuing, substitute, divisional, renewal, reexamination or

reissue application or in any amendments, extensions or interference proceedings, or other applications for patents of any region or country, that may be necessary to secure to ASSIGNEE its interest and title in and to said improvements or any parts thereof, and in and to said several patents or any of them;

AND WE hereby covenant for ourselves and our legal representatives, and agree with said ASSIGNEE, its successors and assigns, that we have granted no right or license to make, use, sell or offer to sell said improvements, to anyone except said ASSIGNEE, that prior to the execution of this deed, our right, title and interest in said improvements had not been otherwise encumbered, and that we have not and will not execute any instrument in conflict therewith;

AND WE do hereby authorize and request the Director of the United States Patent and Trademark Office to issue any and all letters patent which may be granted upon said United States applications, or upon said improvements or any parts thereof when granted, to said ASSIGNEE.

IN WITNESS WHEREOF, we have hereunto set our hands and seals.

12-12-02
Date

Christopher J. Barry

County of Westchester)
State of New York) ss: 04564 2127

On this 12TH day of DECEMBER, 2002, before me a Notary Public in and for the County and State aforesaid, personally appeared Christopher J. Barry, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

(SEAL) JAMES K. TOOTHMAN

Notary Public
My Commission Expires _____

HUNTON & WILLIAMS
INTELLECTUAL PROPERTY DEPARTMENT
1900 K STREET, N.W.
SUITE 1200
WASHINGTON, DC 20006-1109
(202) 955-1500 (TELEPHONE)
(202) 778-2201 (FACSIMILE)

12/12/2002
Date

Eric Bronnimann
Eric Robert Bronnimann

County of Queens
~~USA~~)

State of NY)

ss: 120-62-2635

On this 12th day of December, 2002, before me a Notary Public in and for the County and State aforesaid, personally appeared Eric Robert Bronnimann, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Elmer K. O'Connell
(SEAL) Elmer K. O'Connell

Notary Public

My Commission Expires _____

02/28/2003
Date

Jacob Paul Ewerdt
Jacob Paul Ewerdt

County of Jefferson)

State of Colorado)

ss: 394-84-9208

On this 28th day of February, 2002, before me a Notary Public in and for the County and State aforesaid, personally appeared Jacob Paul Ewerdt, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

(SEAL) Tricia Neumann
Tricia Neumann

Notary Public

My Commission Expires _____

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12/12/2002
Date

William C. Day
William C. Day

County of BERGEN)
State of NEW JERSEY)

ss: 152-40-8646

On this 12th day of December, 2002, before me a Notary Public in and for the County and State aforesaid, personally appeared William C. Day, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

LANCE D. PODELL
(SEAL) Lance D. Podell Notary Public
My Commission Expires _____

3/12/2003
Date

Kevin RJB Donovan
Kevin RJB Donovan

County of Westchester)
State of New York)

ss: 065-54-3574

On this 12 day of March, ~~2002~~ ²⁰⁰³, before me a Notary Public in and for the County and State aforesaid, personally appeared Kevin RJB Donovan, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

JAMES K. TOOTHMAN
James K. Toothman Notary Public

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12/12/2002
Date


Brian Hammond

County of Manhattan)
State of New York)

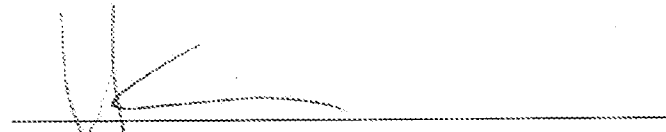
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On this 12 day of December, 2002, before me a Notary Public in and for the County and State aforesaid, personally appeared Brian Hammond, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Eimear K. O'Connell
Eimear K. O'Connell

Notary Public

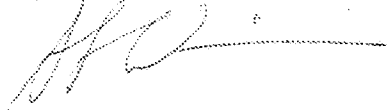
2/20/03
Date


Elizabeth Klein

County of Hillsborough)
State of New Hampshire)

ss: 579 74 4923

On this 20 day of February, 2002, before me a Notary Public in and for the County and State aforesaid, personally appeared Elizabeth Klein, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

ADAM WEISS


Notary Public

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12 Dec 2002
Date

Matthew G Knell
Matthew Gordon Knell

County of Richmond)
State of New York) ss: 086-70-6561

On this 12TH day of December, 2002, before me a Notary Public in and for the County and State aforesaid, personally appeared Matthew Gordon Knell, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Emeran K O'Connell
Emeran K O'Connell Notary Public

12 Dec 03
Date Ron McCoy

County of DeKalb)
State of Georgia) ss: 260-15-5808

On this 11 day of March, ²⁰⁰³2002, before me a Notary Public in and for the County and State aforesaid, personally appeared Ron McCoy, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

JAMES K. TOOTHMAN
James K. Toothman Notary Public

HUNTON & WILLIAMS
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12/12/2002
Date

Sara F. Plath
Sara Frances Plath

County of New York)
State of New York)

ss: 485-74-7085

On this 12 day of December, 2002, before me a Notary Public in and for the County and State aforesaid, personally appeared Sara Frances Plath, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Rachel Mochat
Rachel Mochat

Notary Public

12/12/2002
Date

Dan C. Porter
Dan C. Porter

County of Kings)
State of New York)

ss: 569-99-9112

On this 12th day of December, 2002, before me a Notary Public in and for the County and State aforesaid, personally appeared Dan C. Porter, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Eimear K. O'Connell
Eimear K. O'Connell

Notary Public

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12/12/02
Date

Eric Christopher Saam
Eric Christopher Saam

County of Union)
State of NJ) ss: 141600956

On this 12 day of December, 2002, before me a Notary Public in and for the County and State aforesaid, personally appeared Eric Christopher Saam, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Chachi Krueh


Notary Public

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