

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Inceptor, Inc.	07/20/2006
<b>RECEIVING PARTY DATA</b>	
Name:	Verizon Directories Corp.
Street Address:	2200 W. Airfield Drive
City:	DFW Airport
State/Country:	TEXAS
Postal Code:	75261
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12846037
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(248)594-0610
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Correspondent Name:	RADER, FISHMAN & GRAUER PLLC
Address Line 1:	39533 WOODWARD AVENUE
Address Line 2:	SUITE 140
Address Line 4:	BLOOMFIELD HILLS, MICHIGAN 48304-0610
ATTORNEY DOCKET NUMBER:	66703-0088
NAME OF SUBMITTER:	Charles A. Bieneman
Total Attachments: 5 source=R0781178#page1.tif source=R0781178#page2.tif source=R0781178#page3.tif source=R0781178#page4.tif	

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**PATENT**  
**REEL: 024760 FRAME: 0055**



### ASSIGNMENT

This ASSIGNMENT is effective as of July 20, 2006 between Inceptor, Inc., a corporation organized and existing under the laws of Delaware and having a principal business address of 4 Clock Tower Place, Suite 300, Maynard, Massachusetts 01752 (hereinafter "ASSIGNOR"), and Verizon Directories Corp., a corporation organized and existing under the laws of Delaware and having a principal business address of 2200 W. Airfield Drive, Dallas/Fort Worth Airport, Texas 75261 (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNEE is desirous of acquiring all of ASSIGNOR's rights, title and interest in the United States and foreign Letters Patent and Applications for Letters Patent identified in Schedule A, all inventions or improvements disclosed therein, and any Letters Patent that be obtained based on the foregoing (together, the "Patent Properties");

WHEREAS, ASSIGNOR is desirous of granting to ASSIGNEE all of ASSIGNOR's rights, title and interest in the Patent Properties;

NOW, THEREFORE, in consideration of the premises and the mutual covenants set forth herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by ASSIGNOR, ASSIGNOR and ASSIGNEE agree as follows:

I. ASSIGNOR does hereby assign unto ASSIGNEE all rights, title and interest of ASSIGNOR in and to the Patent Properties, any legal equivalent thereof in all foreign countries (subject, however, to applicable patent laws in such countries), the right to claim priority therefrom, and in and to all additional Letters Patent worldwide to be obtained from the Patent Properties or from any future applications, continuations, divisions, renewals, extensions, substitutes, reissues or re-examinations thereof, each and all to be held and enjoyed by ASSIGNEE, its successors and assigns, to the full end of the terms for which any Letters Patent are granted, plus any extensions, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this assignment not been made, together with all claims for damages by reason of past and future infringement of said Patent Properties, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives.

II. ASSIGNOR authorizes and requests the United States Patent and Trademark Office to issue any and all United States Letters Patent resulting from the Patent Properties or any divisions, reissues, continuations (in whole or in part), renewals, extensions, substitutes or re-examinations thereof to ASSIGNEE as assignee of ASSIGNOR's interest therein.

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PATENT

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INCEPTOR

003/003

INCEPTOR, INC.  
ASSIGNOR

By:

Name:

Title:

PATENT

REEL: 024760 FRAME: 0058

**SCHEDULE A**

<i>Docket No.</i>	<i>Pat No. / App. No.</i>	<i>Title</i>	<i>Inventors(s)</i>	<i>Current Assignee/ Owner</i>
03.0067	09/845,575 (allowed)	METHOD AND SYSTEM FOR ENHANCED WEB PAGE DELIVERY	LAMBERT, JOHN H. SEMECZKO, GEORGE ENGELS, GEERT	INCEPTOR, INC.
03.0069	6,981,217 (issued)	A SYSTEM AND METHOD OF OBFUSCATING DATA	KNAUFT, CHRISTOPHER, FRANKLIN, MARTIN	INCEPTOR, INC. 3
03.0070	09/456,792 (abandoned)	A SYSTEM AND METHOD OF DYNAMICALLY GENERATING INDEX INFORMATION FOR A DATA OBJECT BASED UPON CLIENT PROVIDED SEARCH WORDS	KNAUFT, CHRISTOPHER, FRANKLIN, MARTIN	INCEPTOR, INC. 3
03.0071	09/457,600 (pending)	A SYSTEM AND METHOD OF DYNAMICALLY CUSTOMIZING THE CONTENT OF A NETWORK ACCESSIBLE ELECTRONIC RESOURCE BASED UPON THE IDENTITY OF THE REQUESTOR	KNAUFT, CHRISTOPHER, FRANKLIN, MARTIN	INCEPTOR, INC. 3
03.0072	6,654,754 (issued)	A SYSTEM AND METHOD OF DYNAMICALLY GENERATING AN ELECTRONIC DOCUMENT BASED UPON DATA ANALYSIS	KNAUFT, CHRISTOPHER, FRANKLIN, MARTIN	INCEPTOR, INC. 3
03.0073	09/456,777 (allowed)	A SYSTEM AND METHOD OF PROVIDING MULTIPLE ITEMS OF INDEX INFORMATION FOR A SINGLE DATA OBJECT	KNAUFT, CHRISTOPHER, FRANKLIN, MARTIN	INCEPTOR, INC. 3
03.0074	09/456,793 (pending)	A SYSTEM AND METHOD OF DYNAMICALLY GENERATING INDEX INFORMATION	KNAUFT, CHRISTOPHER, FRANKLIN, MARTIN	INCEPTOR, INC. 3
03.0083	10/883,556 (pending)	BID MANAGEMENT OPTIMIZATION SYSTEM AND APPARATUS	SACK, MICHAEL	INCEPTOR, INC.
	09/733,754 (abandoned on 02/07/2005; to be revived) 2002/ 0111847)	SYSTEM AND METHOD FOR CALCULATING A MARKETING APPEARANCE FREQUENCY MEASUREMENT	SMITH, JAMES R. II	INCEPTOR, INC.
05.0164	11/343,112 (pending)	CLICK FRAUD PREVENTION SYSTEM AND METHOD	SACK, MICHAEL	INCEPTOR, INC.

ASSIGNMENT OF TRADEMARKS AND TRADE NAMES

This ASSIGNMENT OF TRADEMARKS AND TRADE NAMES is effective as of July 20, 2006 between Inceptor, Inc., a corporation organized and existing under the laws of Delaware and having a principal business address of 4 Clock Tower Place, Suite 300, Maynard, Massachusetts 01752 (hereinafter "ASSIGNOR"), and Verizon Directories Corp., a corporation organized and existing under the laws of Delaware and having a principal business address of 2200 W. Airfield Drive, Dallas/Fort Worth Airport, Texas 75261 (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR and ASSIGNEE have entered into an Asset Purchase Agreement dated July 19, 2006 ("Agreement") wherein ASSIGNEE is purchasing certain property and assets of ASSIGNOR, including certain intellectual property;

WHEREAS, ASSIGNOR is the owner of all right, title and interest in and to the trade names, trademarks and the registrations and applications therefor identified in the attached Schedule A (hereinafter "Trademarks"); and

WHEREAS, ASSIGNEE is desirous of acquiring the aforesaid Trademarks, together with the goodwill of the business symbolized by the Trademarks, the aforesaid registrations and registration applications, that portion of ASSIGNOR's business which is associated with the Trademarks, together with the right to file the Trademarks in foreign countries (subject, however, to applicable laws in such foreign countries), and the right to recover damages for any past and future acts of infringement.

NOW, THEREFORE, in consideration of the premises and the mutual covenants set forth in the Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign unto ASSIGNEE all rights, title and interest in and to the Trademarks identified on Schedule A, together with the goodwill of the business symbolized by the Trademarks, the aforesaid trademark registrations and applications, that portion of ASSIGNOR's business which is associated with the Trademarks, together with the right to file the Trademarks in foreign countries (subject, however, to applicable laws in such foreign countries), and the right to recover damages for any past and future acts of infringement.

INCEPTOR, INC.

By: Name: Verizon Directories Corp.Title: CEODate: July 20, 2006

**SCHEDULE A**

**A. Trademarks**

<u>Country</u>	<u>Registration or Application Number</u>	<u>Mark</u>	<u>International Class Number</u>
United States	Reg. 2,548,366	INCEPTOR	9
United States	Reg. 2,647,000	INCEPTOR & Design	9
United States	Reg. 2,750,974	DRIVING CONVERSION MARKETING INCEPTOR & Design	9
United States	Appln. 78/724,098	BIDCENTER	35
United States	Reg. 2,519,471	WORD OF NET	35

**B. Trade Names**

1. INCEPTOR