

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Christopher F. Devine</td> <td>09/10/2010</td> </tr> <tr> <td>Richard J. Bonick</td> <td>09/10/2010</td> </tr> <tr> <td>William R. Hieatt</td> <td>09/09/2010</td> </tr> </tbody> </table>		Name	Execution Date	Christopher F. Devine	09/10/2010	Richard J. Bonick	09/10/2010	William R. Hieatt	09/09/2010				
Name	Execution Date												
Christopher F. Devine	09/10/2010												
Richard J. Bonick	09/10/2010												
William R. Hieatt	09/09/2010												
<b>RECEIVING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>LAZER SPOTS, LLC</td> </tr> <tr> <td>Street Address:</td> <td>737 North Michigan Avenue</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 2350</td> </tr> <tr> <td>City:</td> <td>Chicago</td> </tr> <tr> <td>State/Country:</td> <td>ILLINOIS</td> </tr> <tr> <td>Postal Code:</td> <td>60611</td> </tr> </table>		Name:	LAZER SPOTS, LLC	Street Address:	737 North Michigan Avenue	Internal Address:	Suite 2350	City:	Chicago	State/Country:	ILLINOIS	Postal Code:	60611
Name:	LAZER SPOTS, LLC												
Street Address:	737 North Michigan Avenue												
Internal Address:	Suite 2350												
City:	Chicago												
State/Country:	ILLINOIS												
Postal Code:	60611												
PROPERTY NUMBERS Total: 1													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Property Type</th> <th style="width: 70%;">Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12879081</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12879081								
Property Type	Number												
Application Number:	12879081												
<b>CORRESPONDENCE DATA</b>													
Fax Number: (202)289-1330 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 202-289-1313 Email: msweetin@btlaw.com Correspondent Name: Christine H. McCarthy Address Line 1: Barnes & Thornburg LLP Address Line 2: 750-17TH STREET NW, Suite 900 Address Line 4: Washington, DISTRICT OF COLUMBIA 20006-4675													
ATTORNEY DOCKET NUMBER:	49898-48493												
NAME OF SUBMITTER:	Christine H. McCarthy, Reg. No. 41844												
Total Attachments: 2													

CH \$40.00 12879081

**501286743**

**PATENT**  
**REEL: 024967 FRAME: 0285**

source=48493\_Assignment#page1.tif

source=48493\_Assignment#page2.tif

## PATENT ASSIGNMENT

For good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, as a below named inventor, I hereby sell and assign **LAZER SPOTS, LLC (hereinafter called ASSIGNEE)**, of **737 North Michigan Avenue, Suite 2350, Chicago, IL 60611, U.S.A.**, its successors and assigns or other legal representatives all my rights, title and interest, in and for the United States of America and all foreign countries, in and to the invention entitled:

### **EQUIPMENT, SYSTEM AND METHODOLOGIES FOR SEGMENTATION OF LISTENING AREA INTO SUB-AREAS ENABLING DELIVERY OF LOCALIZED AUXILIARY INFORMATION**

the specification of which is being filed herewith and was invented by me and described in the application for United States Letters Patent therefor, and all United States Letters Patent which may be granted therefor, and all divisions, continuations, and extensions thereof, as well as all foreign counterpart applications, the said interest being the entire ownership of the said United States Letters Patent when granted, to be held and enjoyed by said **ASSIGNEE**, its successors, assigns or other legal representatives, to the full end of the term for which said United States Letters Patent and foreign counterpart patent rights may be granted, as fully and entirely as the same would have been held and enjoyed by me or us if this assignment and sale had not been made;

And I hereby agree to sign and execute any further documents or instruments which may be necessary, lawful, and proper in the prosecution of the above-named application or in the preparation and prosecution of any continuing, continuation-in-part, substitute, divisional, renewal, reviewed or reissue applications or any foreign counterpart applications or in any amendment, extension, or interference proceedings, or otherwise to secure the title thereto in said **ASSIGNEE**;

And I do hereby authorize and request the United States Commissioner for Patents to issue said United States Letters Patent to said **ASSIGNEE**.

NOTE: The undersigned hereby authorize(s) Barnes & Thornburg LLP to insert hereon any further identification necessary or desirable for recordation of this document.

**FIRST INVENTOR:**

Citizenship:

Post Office Address/

Residence:

William R. HIEATT

US

6702 Carriage Lane

Colleyville, TX 76034

United States of America

9/9/2010  
(Date)

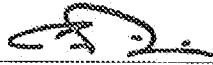
William R. Hieatt  
(Signature)

**SECOND INVENTOR:**

Citizenship:  
Post Office Address/  
Residence:

Christopher F. DEVINE  
US  
679 Hill Rd.  
Winnetka, IL 60093  
United States of America

9/10/10  
(Date)

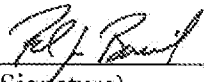
  
(Signature)

**THIRD INVENTOR:**

Citizenship:  
Post Office Address/  
Residence:

Richard J. BONICK  
US  
9438 Ridgeway Avenue  
Evanston, IL 60203  
United States of America

9/10/10  
(Date)

  
(Signature)