

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
John Lowe	08/10/2007
RECEIVING PARTY DATA	
Name:	ILLUMICELL CORPORATION
Street Address:	5819-2nd Street
Internal Address:	Suite 304
City:	Calgary AB
State/Country:	CANADA
Postal Code:	T2H 0H3
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11857328
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ATTORNEY DOCKET NUMBER:	3320/112
NAME OF SUBMITTER:	Geoffrey L.R. Williamson
Total Attachments: 2 source=rd3320_112_priority_az#page1.tif source=rd3320_112_priority_az#page2.tif	

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ASSIGNMENT

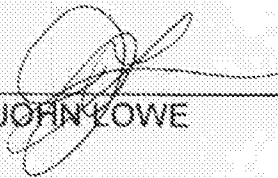
I, JOHN LOWE, of Millarville, Canada, for good and valuable consideration, have assigned and do hereby assign to ILLUMICELL CORPORATION, having a business address of 5819-2nd Street, Suite 304, Calgary, Alberta, T2H 0H3, Canada, its successors, assigns and legal representatives, the entire right, title and interest in and to all subject matter disclosed in the application for Letters Patent of the U.S. Provisional Application No. 60/826,077, filed on September 18, 2007, entitled:

INTERACTIVE ADVERTISING SYSTEM

and in and to all Convention and Treaty rights of all kinds, in all countries throughout the world, for all such subject matter, including the right to claim for any such applications any priority rights to which such applications are entitled under international conventions, treaties or otherwise and, in and to, all Letters Patent to be obtained for said subject matter by the above application or any continuation, division, continuation-in-part, extension, conversion to 35 USC 111(b) or substitute thereof, and any reissue, reexamination or extension of said Letters Patent.

I agree to do all acts and sign all documents necessary to secure, defend and maintain all said Letters Patent and rights, including any continuations, divisionals, reissues, renewals and extensions, and request issuance of all said Letters Patent to the above Assignee in accordance with this assignment.

DATE: Aug 10, 2007



JOHN LOWE

WITNESSED:

DATE: Aug 10, 2007




[SIGNATURE OF WITNESS]

Frances Stuart

[PRINTED NAME OF WITNESS]

WITNESSED:

DATE: Aug 10, 2007



[SIGNATURE OF WITNESS]

Frances Stuart

[PRINTED NAME OF WITNESS]