

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jon D. Shutter	04/29/2011
RECEIVING PARTY DATA	
Name:	NAVTEQ North America, LLC
Street Address:	425 West Randolph Street
Internal Address:	Suite 1200
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60606
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13097413
CORRESPONDENCE DATA	
Fax Number:	(312)894-7228
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	312-894-7365
Email:	Jon.shutter@navteq.com
Correspondent Name:	Jon D. Shutter
Address Line 1:	425 West Randolph Street
Address Line 2:	Suite 1200
Address Line 4:	Chicago, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	N0383US
NAME OF SUBMITTER:	Jon D. Shutter
Total Attachments: 2 source=N0383US-assignment#page1.tif source=N0383US-assignment#page2.tif	

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PATENT
 REEL: 026213 FRAME: 0060

ASSIGNMENT

WHEREAS, Jon D. Shutter, hereinafter called the "Assignor", has made the invention described in the United States patent application entitled "METHOD AND SYSTEM FOR PROVIDING LOCATION TARGETED ADVERTISEMENTS", for which the DECLARATION FOR PATENT APPLICATION has been executed on even date herewith;

WHEREAS, NAVTEQ North America, LLC, a corporation organized and existing under the laws of the State of DELAWARE, having a place of business at CHICAGO, ILLINOIS, hereinafter called the "Assignee", desires to acquire the entire right, title and interest in and to the invention and the patent application identified above, and all patents which may be obtained for said invention, as set forth below;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) per assignor, and other valuable and legally sufficient consideration, the receipt of which by the Assignor from the Assignee is hereby acknowledged, the Assignor has sold, assigned and transferred, and by these presents do sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefor in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term or terms for all such patents.

The Assignor hereby covenant and agree, for both the Assignor and the Assignor's legal representatives, that the Assignor will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or

any such patent application or patent; and that the Assignor will execute and deliver to the Assignee any and all additional papers which may be requested by the Assignee to carry out the terms of this Assignment.

The Commissioner of Patents and Trademarks is hereby authorized and requested to issue patents to the Assignee in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, the Assignor has executed this agreement.


Jon D. Shutter

April 29, 2011
Date

STATE OF ILLINOIS)
COUNTY OF Cook) Ss.

I, Debra Huffman, A Notary Public in and for the County and State aforesaid, do hereby certify that Jon D. Shutter, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that (s)he signed, sealed and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this
29th day of April, 2011.

Notary Public

