

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Changing Worlds Ltd.	03/19/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Amdocs Software Systems Limited
<b>Street Address:</b>	First Floor, Block S
<b>Internal Address:</b>	Eastpoint Business Park
<b>City:</b>	Dublin 3
<b>State/Country:</b>	IRELAND
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	13162531
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(408)971-4660
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	408-971-2573
<b>Email:</b>	Justin@zilkakotab.com
<b>Correspondent Name:</b>	Zilka-Kotab, PC
<b>Address Line 1:</b>	P.O. Box 721120
<b>Address Line 4:</b>	San Jose, CALIFORNIA 95172-1120
<b>ATTORNEY DOCKET NUMBER:</b>	AMDCP142A
<b>NAME OF SUBMITTER:</b>	Jamie L. Rossi
<b>Total Attachments: 2</b> source=AMDCP142A_ChangingWorlds_Amdocs#page1.tif source=AMDCP142A_ChangingWorlds_Amdocs#page2.tif	

CH \$40.00 13162531

501629941

**PATENT**  
**REEL: 026767 FRAME: 0930**

**ASSIGNMENT**

WHEREAS,

Changing Worlds Ltd.  
South County Business Park, Leopardstown  
Dublin, 18 Ireland

(hereinafter "ASSIGNOR"), is the owner of the entire interest in the inventions in the following patent applications/patents:

INTELLIGENT INTERNET WEBSITE WITH HIERARCHICAL MENU

US Application No. 10/143,376

Filed: 05/10/2002

Patent No. 7,028,261

Issued: 04/11/2006

INTELLIGENT INTERNET WEBSITE WITH HIERARCHICAL MENU

US Application No. 10/143,135

Filed: 05/10/2002

PERSONALISING CONTENT PROVIDED TO A USER

US Application No. 10/536,297

Filed: 05/25/2005

SYSTEMS AND METHODS FOR MOBILE ADVERTISING

US Application No. 60/999,799

Filed: 10/19/2007

SYSTEMS AND METHODS FOR PROVIDING PERSONALIZED ADVERTISEMENT

US Application No. 12/254,310

Filed: 10/20/2008

SYSTEMS AND METHODS FOR PROVIDING PERSONALIZED ADVERTISEMENT

US Application No. 61/001,992

Filed: 11/06/2007

SYSTEMS AND METHODS FOR PROVIDING PERSONALIZED ADVERTISEMENT

US Application No. 61/088,933

Filed: 08/14/2008

SYSTEMS AND METHODS FOR DETECTING CLICK FRAUD

US Application No. 12/002,576

Filed: 12/18/2007

CONTENT RECOMMENDER

US Application No. 12/074,574

Filed: 03/05/2008

METHOD FOR RECOMMENDING WEB CONTENT TO A USER

US Application No. 61/077,721

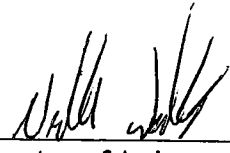
Filed: 07/02/2008

and WHEREAS, Amdocs Software Systems Limited, a Dublin (IE) corporation having a place of business at First Floor, Block S, Eastpoint Business Park, Dublin 3, Ireland, is desirous of obtaining the entire right, title and interest in, to and under the said inventions and the said applications/patents:

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said inventions, and the said United States applications/patents and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said inventions in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States applications/patents under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such applications are filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said inventions in any country or countries foreign to the United States and all extensions, renewals and reissues thereof.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal the day and year set opposite my signature.

Date: 19<sup>th</sup> March 2009

  
\_\_\_\_\_  
Signature of Assignor  
Name: Neville Walker  
Title: Secretary  
Changing Worlds Ltd.