

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Kevin C. HALEY	12/08/2004
Robert A. LUENBERGER	12/09/2004
RECEIVING PARTY DATA	
Name:	ADVERTISING.COM, Inc.
Street Address:	1020 Hull Street
City:	Baltimore
State/Country:	MARYLAND
Postal Code:	21230
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13236283
CORRESPONDENCE DATA	
Fax Number:	(202)408-4400
Email:	michelle.murray@finnegan.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	Finnegan Henderson
Address Line 1:	11955 Freedom Drive
Address Line 4:	Reston, VIRGINIA 20190-5675
ATTORNEY DOCKET NUMBER:	08011.3020-01000
NAME OF SUBMITTER:	Anthony J. Lombardi
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

OP \$40.00 13236283

ASSIGNMENT

WHEREAS I/We, the below named inventors, hereinafter referred to as Assignors, have made an invention entitled:

**SYSTEMS AND METHODS FOR PROVIDING A
REVERSE FREQUENCY CAP IN ADVERTISEMENT VIEWING**

for which I/We executed an application for United States Letters Patent concurrently herewith or filed an application for United States Letters Patent on October 14, 2004 (Application No. 10/963,502); and

WHEREAS, ADVERTISING.COM, Inc., a corporation of Maryland whose post office address is 1020 Hull Street, Baltimore, MD 21230 (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to the application for United States Letters Patent on this invention and the Letters Patent to be issued upon this application;

NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from Assignee is hereby acknowledged, I/We, as Assignor(s), have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, my/our entire right, title, and interest in and to this invention, provisional Application No. 60/511,724, filed October 15, 2003, and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of the above provisional application, as well as all rights to claim priority on the basis of this application, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof; and I/We hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, I/WE HEREBY covenant that I/We have the full right to convey the interest assigned by this Assignment, and I/We have not executed and will not execute any agreement in conflict with this Assignment;

AND, I/WE HEREBY further covenant and agree that I/We will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to me/us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

IN TESTIMONY WHEREOF, I/We have hereunto set our hands.

County of Baltimore)
)
)
)
State of Maryland)

ss.

Name: Kevin C. Haley
Address: c/o Advertising.com, Inc.
1020 Hull Street, Baltimore, MD 21230
By: [Signature]
Date: 12/8/04

Subscribed and sworn to before me this 8th day of Dec., 2004
Noir E. Prichard, Notary Public

NOTARY COMMISSION
EXPIRES 4-1-05

County of Baltimore)
)
)
State of Maryland)

ss.

Name: Robert A. Luenberger
Address: c/o Advertising.com, Inc.
1020 Hull Street, Baltimore, MD 21230
By: Robert A. Luenberger
Date: 12/9/04

Subscribed and sworn to before me this 9th day of December, 2004
Doris E. Tricarius, Notary Public

Doris E. Tricarius
NOTARY COMMISSION
EXPIRES April 1, 2005.