

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Patrick NEILLY	10/07/2009
RECEIVING PARTY DATA	
Name:	BCE INC.
Street Address:	1 Carrefour Alexander-Graham-Bell
Internal Address:	Tour A-7
City:	Verdun, Qc
State/Country:	CANADA
Postal Code:	H3E 3B3
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13387924
CORRESPONDENCE DATA	
Fax Number:	(514)954-1396
Phone:	514-954-1500
Email:	fanormand@SMART-BIGGAR.CA
<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:	SMART & BIGGAR
Address Line 1:	1000 DE LA GAUCHETIERE ST. W.
Address Line 2:	SUITE 3300
Address Line 4:	MONTREAL, QC, CANADA H3B 4W5
ATTORNEY DOCKET NUMBER:	86503-453
NAME OF SUBMITTER:	Sanro Zlobec
Total Attachments: 2 source=86503-453_Assignment_Neilly#page1.tif source=86503-453_Assignment_Neilly#page2.tif	

CH \$40.00 13387924

### CONFIRMATORY ASSIGNMENT

WHEREAS, Patrick NEILLY, citizen of Canada, residing at 3 Cheltonwood Court, Mount Albert, Ontario, L0G 1M0, Canada, hereinafter referred to as the "Assignor", has made an invention as described and claimed in the following patent application, hereinafter referred to as the "Application":

Title	Filing Date	Country/Region or PCT	Serial Number
METHOD AND SYSTEM FOR CONTROLLING MEDIA CONVEYANCE BY A DEVICE TO A USER BASED ON CURRENT LOCATION OF THE DEVICE	July 31, 2009	PCT	PCT/CA2009/001084

AND WHEREAS, BCE INC., whose full post office address is 1, Carrefour Alexander-Graham-Bell, Tour A-7, Verdun, Quebec, H3E 3B3, Canada, (hereinafter referred to as the "Assignee"), is desirous of confirming acquisition of the entire right, title, and interest in and to the invention, and in and to the Application inclusive of any continuations or divisions thereof and all priority rights derived therefrom, for any and all countries in the world, and in and to any and all patents issuing in any and all countries of the world, to be granted for the invention based on the Application or on corresponding applications;

NOW, THEREFORE, in consideration of the sum of ten Canadian dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby confirms having sold, assigned and transferred to the Assignee, its successors and assigns, its entire right, title, and interest in and to the invention, and in and to the Application inclusive of any continuations or divisions thereof and all priority rights derived therefrom, and in and to any and all patent applications and any continuations or divisions thereof filed in any country, and in and to all patents which may be granted for the invention in any and all countries in the world, and in and to any and all reissues, substitutions, or prolongations thereof; the same to be held and enjoyed by the Assignee for its own use and behoof, and for the use and behoof of its successors and assigns, to the full end of the term or terms for which the patent, or reissues, substitutions or prolongations thereof may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignor had no sale, assignment or transfer been made;

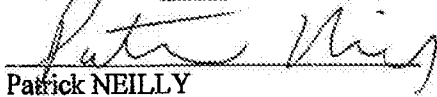
AND the Assignor hereby agrees, upon request, and without further consideration, but at the expense of the Assignee, to communicate to the Assignee or its representatives or nominees any facts known to it respecting the invention and testify in any legal proceedings, sign all lawful papers, execute all divisional, continuing, and reissue applications, make all rightful oaths and generally aid the Assignee, its successors, assigns, and nominees to obtain and enforce proper patent protection for the invention in all countries, and the Assignor further agrees to execute any and all further papers which may be necessary or desirable to vest or perfect the title of the Assignee, its successors and assigns, in and to the invention, and in and to any and all patents, or reissues, substitutions or prolongations thereof, which may be granted for the invention in any and all countries in the world;

AND the Assignor hereby authorizes and requests any official whose duty it is to issue patents to issue each and every patent to be granted for the invention in any and all countries, and each and every reissue, substitution or prolongation of such patent, to the Assignee, its successors and assigns;

AND the Assignor hereby authorizes the firm of SMART & BIGGAR whose full post office address is 1000 De La Gauchetière West, Suite 3300, Montreal, Quebec, H3B 4W5, CANADA to correct clerical errors in the Assignment or to insert any further identification or other information necessary or desirable to make the Assignment suitable for recordal at the Canadian Intellectual Property Office or the United States Patent and Trademark Office;

THIS Assignment is made effective as of July 31, 2009

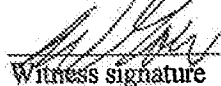
SIGNED this 7 day of October, 2009

  
Patrick NEILLY

**DECLARATION OF WITNESS**

I, WAYNE GOSL, whose full postal address is 76 CUMBERFIELD CR, WHITBY, hereby declare that I was personally present and did see Patrick NEILLY, who is personally know to me to be the person named in this Assignment, sign and execute same.

Declared at TORONTO, this 7<sup>th</sup> day of OCTOBER, 2009.  
(Locality)

  
Witness signature