

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Scott W LYNN	04/12/2006
RECEIVING PARTY DATA	
Name:	Adknowledge, Inc.
Street Address:	4600 Madison Avenue, 10th FL
City:	KANSAS CITY
State/Country:	MISSOURI
Postal Code:	64112
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13369123
CORRESPONDENCE DATA	
Fax Number:	(816)931-1769
Phone:	8168417622
Email:	ip@adknowledge.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:	Jerome R. Smith, Jr.
Address Line 1:	10940 Wilshire Blvd., Ste. 1100
Address Line 2:	Adknowledge Legal Department
Address Line 4:	Los Angeles, CALIFORNIA 90024
ATTORNEY DOCKET NUMBER:	ADK1.023-CON
NAME OF SUBMITTER:	Jerome R. Smith, Jr.
Total Attachments: 3 source=017864-0961 Assignment#page1.tif source=017864-0961 Assignment#page2.tif source=017864-0961 Assignment#page3.tif	

CH \$40.00 13369123

PATENT

05-17-2006



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To the Director of the U.S. Patents and Trademark Office

ments or the new address(es) below.

1. Name of conveying party(ies):

Scott W. Lynn

2. Name and address of receiving party(ies)

Name: Adknowledge, Inc.

Internal Address: 4600 Madison Avenue

10th Floor

Street Address: 4600 Madison Avenue

10th Floor

City: Kansas City

State: Missouri

Country: United States Zip: 64112

Additional Name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

Execution Date(s) April 12, 2006

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Government Interest Assignment  
☐ Executive Order 9424, Confirmatory License  
☐ Other \_\_\_\_\_

4. Application number(s) or patent number(s):

A. Patent Application No.(s)

11/350,163

☐ This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning this document should be mailed:

Name: Jerome R. Smith, Jr.

Internal Address: LATHROP & GAGE LC

2345 Grand Boulevard, Suite 2300

Street Address: LATHROP & GAGE LC

2345 Grand Boulevard, Suite 2300

City: Kansas City

State: Missouri Zip: 64108

Phone Number : (816) 460-5306

Fax Number: (816) 292-2001

Email Address: jsmith@lathropgage.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40

- ☐ Authorized to be charged by credit card  
☒ Authorized to be charged to deposit account  
☐ Enclosed  
☐ None required (government interest not affecting title)

8. Payment Information

- a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
b. Deposit Account Number 12-0600  
Authorized User Name Jerome R. Smith

9. Signature :

*J R Smith*

Signature

Jerome R. Smith, Jr.

May 8, 2006

Date

Total number of pages including cover sheet, attachments, and documents 3

Name of Person Signing

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

PATENT

REEL: 017681 FRAME: 0961  
REEL: 027681 FRAME: 0309

## ASSIGNMENT

WHEREAS, I, Scott W. Lynn of 6010 Ward Parkway, Kansas City, Missouri 64113, a citizen of the United States have invented certain new and useful improvements in a

### METHOD AND SYSTEM FOR DELIVERING ELECTRONIC COMMUNICATIONS

U.S. Patent Application Serial No.: 11/350,163, filed February 8, 2006

for which I am about to make or have made application for Letters Patent of the United States; and

WHEREAS, Adknowledge, Inc., organized under the laws of the Delaware and having its principal place of business at 4600 Madison Avenue, 10th Floor, Kansas City, Missouri 64112, is desirous of acquiring an interest in, to and under said invention, said application, and any and all Letters Patent which may be granted for or upon said invention in the United States of America and all countries foreign thereto.

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, Scott W. Lynn, have sold, assigned and transferred, and by these presents to sell, assign and transfer unto the said Adknowledge, Inc., the full and exclusive right, title and interest, throughout the world, in, to and under the following:

- (a) said invention as fully set forth and described in the specification prepared, and executed by us preparatory to obtaining Letters Patent of the United States therefor;
- (b) said application;
- (c) any and all refilings, divisions, continuations and continuations-in-part of said application;
- (d) any and all Letters Patent of the United States of America which may issue from said application, refilings, divisions, continuations and continuations-in-part;
- (e) any and all reissues and reexaminations of said Letters Patent of the United States of America;
- (f) any and all applications for Letters Patent upon said invention which may hereafter be filed in any and all countries foreign to the United States of America;
- (g) any and all refilings, divisions and continuations of said foreign-filed applications;
- (h) all claims, causes of action and damages for past infringement, if any, of said application;

(i) any and all Letters Patent of countries foreign to the United States of America which may issue from the said foreign-filed applications, refilings, divisions and continuations; and

(j) any and all extensions of, and additions to, said Letters Patent of countries foreign to the United States of America.

ALL of the above shall be held and enjoyed by said Adknowledge, Inc., for its own use and benefit, and for its successors, legal representatives and assigns, to the full end of the term for which said Letters Patent may be granted, and I do hereby authorize and request the Commissioner of Patents and Trademarks to issue the said Letters Patent in accordance with this Assignment.

4/12/06  
Date:

[Signature]  
Scott W. Lynn

STATE OF Missouri :  
COUNTY OF Jackson : SS:

On this 12<sup>th</sup> day of April, 2006, before me personally appeared Scott W. Lynn to me known to be the person described in and who executed the foregoing instrument as his free act and deed.

In witness whereof, I have hereunto set my hand and affixed my notarial seal the day and year last above written.

[Signature]  
Notary Public

My commission expires:  
(SEAL)

