

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
erinMedia, Inc.	09/15/2006
RECEIVING PARTY DATA	
Name:	erinMedia, LLC
Street Address:	2501 63rd Avenue East
City:	Bradenton
State/Country:	FLORIDA
Postal Code:	34203
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	7194421
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ATTORNEY DOCKET NUMBER:	030-0008
NAME OF SUBMITTER:	Ronald E. Prass, Jr.
Total Attachments: 3 source=030-0008-Assignment#page1.tif source=030-0008-Assignment#page2.tif source=030-0008-Assignment#page3.tif	

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PATENT

ASSIGNMENT

erinMedia, Inc., a Florida corporation, having a principal place of business at 2501 63rd Avenue East, Bradenton, Florida 34203 (hereafter the "Assignor"), is the owner by respective Assignment of United States Patent Applications identified below (hereafter sometimes called the "Patent Applications").

erinMedia, LLC, a Florida corporation, having a principal place of business at 2501 63rd Avenue East, Bradenton, Florida 34203 (hereafter the "Assignee"), desires to acquire all of the rights to the Patent Applications and all inventions described and claimed therein.

THEREFORE Assignor hereby assigns to the Assignee the entire right, title and interest in and to the Patent Applications identified below, and all inventions described and claimed therein, in any and all Letters Patent therefor, and in any and all reissues, extensions, renewals, reexaminations, divisionals and continuations of such applications or Letters Patent to the full end of the term or terms for which such Letters Patent issue, such entire right, title and interest to be held and enjoyed by the above-named Assignee the same as they would have been held and enjoyed by the Assignor had this Assignment and sale not been made.

By its undersigned representative, the Assignor agrees

- a. to execute all papers necessary in connection with the Patent Applications and any continuing, divisional, reissue, reexamination or corresponding application thereof and also to execute separate Assignment in connection with such application as the Assignee may deem necessary or expedient;
- b. to execute all papers necessary in connection with any interference which may be declared concerning the Patent Applications or any continuation, divisional, reissue or reexamination thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference; and
- c. to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee on any of the Patent Applications and on any continuation, divisional, reissue or reexamination of any of the Patent Applications.

The Assignor hereby covenants that it has the full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreement in conflict therewith.

erinMedia, Inc., a Florida corporation, certifies that it is the Assignee of the entire right, title and interest in the Patent Applications identified above by virtue of Assignment from the inventors of the Patent Applications identified above. Assignment to be recorded in the United States Patent and Trademark Office as identified below.


erinMedia, Inc. Docket Number	erinMedia, LLC Docket Number	U.S. Serial Number	U.S. Filing Date	Title
12959/2	030-0002	10/241,833	September 12, 2002	DYNAMIC OPERATOR IDENTIFICATION SYSTEM AND METHODS
12959/3	030-0003	10/020,512	December 18, 2001	PRIVACY COMPLIANT MULTIPLE DATASET CORRELATION AND CONTENT DELIVERY SYSTEM AND METHODS
12959/4	030-0004	10/282,069	October 29, 2002	CONTENT REACTION DISPLAY
12959/5	030-0005	10/241,841	September 12, 2002	EVENT INVALIDATION METHOD
12959/6	030-0006	10/162,222	June 5, 2002	SYSTEMS AND METHODS FOR CREATING AND EVALUATING CONTENT AND PREDICTING RESPONSES TO CONTENT
12959/7	030-0007	09/759,640	January 16, 2001	PRIVACY COMPLIANT MULTIPLE DATASET CORRELATION SYSTEM
12959/8	030-0008	10/241,840	September 12, 2002	CONTENT ATTRIBUTE IMPACT INVALIDATION METHOD
12959/9	030-0009	10/241,842	September 12, 2002	MARKET DATA ACQUISITION SYSTEM AND METHODS

The undersigned has reviewed the documents in the Patent Applications identified above and, to the best of undersigned's knowledge and belief, title is in the Assignor identified above.

The undersigned is empowered to sign this certificate on behalf of the Assignor.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18, of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

IN WITNESS WHEREOF, executed by the Assignor's undersigned representative on the date following the undersigned's name.

ERINMEDIA, INC.
By: 
Frank Foster
Title: President
Date: 15 SEP 2006