

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Timothy Allen Musgrove</td> <td>03/04/2004</td> </tr> <tr> <td>Robin Hiroko Walsh</td> <td>03/04/2004</td> </tr> </tbody> </table>		Name	Execution Date	Timothy Allen Musgrove	03/04/2004	Robin Hiroko Walsh	03/04/2004				
Name	Execution Date										
Timothy Allen Musgrove	03/04/2004										
Robin Hiroko Walsh	03/04/2004										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>American Freeway Inc. d/b/a Smartshop.com</td> </tr> <tr> <td>Street Address:</td> <td>441-A W. Trimble Road</td> </tr> <tr> <td>City:</td> <td>San Jose</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>95131</td> </tr> </table>		Name:	American Freeway Inc. d/b/a Smartshop.com	Street Address:	441-A W. Trimble Road	City:	San Jose	State/Country:	CALIFORNIA	Postal Code:	95131
Name:	American Freeway Inc. d/b/a Smartshop.com										
Street Address:	441-A W. Trimble Road										
City:	San Jose										
State/Country:	CALIFORNIA										
Postal Code:	95131										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13436801</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13436801						
Property Type	Number										
Application Number:	13436801										
CORRESPONDENCE DATA											
<p>Fax Number: (202)414-9299</p> <p>Phone: 2024149200</p> <p>Email: ptoipinbox@reedsmith.com</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Marc S. Kaufman, Reed Smith LLP</p> <p>Address Line 1: P.O. Box 488</p> <p>Address Line 4: Pittsburgh, PENNSYLVANIA 15230</p>											
ATTORNEY DOCKET NUMBER:	10-350-US-C4 504030/20297										
NAME OF SUBMITTER:	Marc S. Kaufman										
<p>Total Attachments: 1</p> <p>source=10-350-US-C4_-_Assignment#page1.tif</p>											

CH \$40.00 13436801

ASSIGNMENT

Docket No. 002566-12

For good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, as a below named inventor, I hereby sell and assign to American Freeway Inc. d/b/a Smartshop.com of 441-A W. Trimble Road San Jose, California 95131 its successors and assigns or other legal representatives all my rights, title and interest, in and for the United States of America, in and to CONTENT AGGREGATION METHOD AND APPARATUS FOR ON-LINE PURCHASING SYSTEM invented by me (if only one is named below) or us (if plural inventors are named below) and described in the application for United States Letters Patent therefore, filed on September 11, 2003 and assigned Application No. 10/659,740 and all United States Letters Patent which may be granted therefore, and all divisions, continuations, reissues, reexaminations and extensions thereof, the said interest being the entire ownership of the said Letters Patent when granted, to be held and enjoyed by said American Freeway Inc. d/b/a Smartshop.com, its successors, assigns or other legal representatives, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held and enjoyed by me or us if this assignment and sale had not been made;

And I hereby agree to sign and execute any further documents or instruments which may be necessary, lawful, and proper in the prosecution of the above-named application or in the preparation and prosecution of any continuing, continuation-in-part, substitute, divisional, renewal, reviewed or reissue applications or in any amendment, extension, or interference proceedings, or otherwise to secure the title thereto in said assignee;

And I do hereby authorize and request the Commissioner of Patents to issue said Letters Patent to said American Freeway Inc. d/b/a Smartshop.com.

- | | (Full Name) | (Signature) |
|---|---|----------------------------------|
| 1. Date: <u>Mar 4, 2004</u> | Inventor: <u>Timothy Allen MUSGROVE</u> | <u>[Signature]</u> |
| Residence: <u>Same as Post Office Address</u> | | Citizen of: <u>United States</u> |
| Post Office Address: <u>275 Berkshire Drive, Morgan Hill, California 95037</u> | | |
| 2. Date: <u>Mar 4, 2004</u> | Inventor: <u>Robin Hiroko WALSH</u> | <u>[Signature]</u> |
| Residence: <u>Same as Post Office Address</u> | | Citizen of: <u>Canada</u> |
| Post Office Address: <u>512 Ramsell Street, San Francisco, California 94132</u> | | |
| 3. Date: _____ | Inventor: _____ | |
| Residence: _____ | | Citizen of: _____ |
| Post Office Address: _____ | | |
| 4. Date: _____ | Inventor: _____ | |
| Residence: _____ | | Citizen of: _____ |
| Post Office Address: _____ | | |

Witness(es)

- (All) _____ 1) _____ 2) _____
3) _____ 4) _____