

PATENT ASSIGNMENT

Electronic Version v1.1
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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>William R. Matz</td> <td>12/12/2001</td> </tr> <tr> <td>Scott R. Swix</td> <td>12/12/2001</td> </tr> </tbody> </table>		Name	Execution Date	William R. Matz	12/12/2001	Scott R. Swix	12/12/2001				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>BellSouth Intellectual Property Corporation</td> </tr> <tr> <td>Street Address:</td> <td>824 Market Street</td> </tr> <tr> <td>City:</td> <td>Wilmington</td> </tr> <tr> <td>State/Country:</td> <td>DELAWARE</td> </tr> <tr> <td>Postal Code:</td> <td>19801</td> </tr> </table>		Name:	BellSouth Intellectual Property Corporation	Street Address:	824 Market Street	City:	Wilmington	State/Country:	DELAWARE	Postal Code:	19801
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CORRESPONDENCE DATA											
<p>Fax Number: (919)469-4139</p> <p>Phone: 919-469-2629</p> <p>Email: scott@scottzimmerman.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: Scott P. Zimmerman, PLLC</p> <p>Address Line 1: P. O. Box 3822</p> <p>Address Line 4: Cary, NORTH CAROLINA 27519</p>											
ATTORNEY DOCKET NUMBER:	01378 CON1										
NAME OF SUBMITTER:	Scott P. Zimmerman										
<p>Total Attachments: 3</p> <p>source=01378 As-Filed Signed Assignment#page1.tif</p> <p>source=01378 As-Filed Signed Assignment#page2.tif</p> <p>source=01378 As-Filed Signed Assignment#page3.tif</p>											

OP \$40.00 13523916

Attorney Docket No.: 36968/256389 (BS01378)

ASSIGNMENT

WHEREAS, we, **William R. Matz and Scott R. Swix** have invented certain improvements in a **System and Method for Developing Tailored Content**, which was filed with the U.S. Patent and Trademark Office herewith;

WHEREAS, **BellSouth Intellectual Property Corporation**, a corporation of the State of Delaware, U.S.A., having its principal place of business at 824 Market Street, Suite 510, Wilmington, Delaware 19801, desires to establish its ownership of all rights relating to this invention and patent application;

NOW, THEREFORE, in consideration of the sum of Five Dollars (\$5.00) and other good and valuable consideration paid by said **BellSouth Intellectual Property Corporation**, the receipt and sufficiency of which are hereby acknowledged, we have sold, assigned, transferred and conveyed and by these presents do hereby sell, assign, transfer and convey unto **BellSouth Intellectual Property Corporation**, in and for the United States and its territories and for foreign countries, the entire right, title and interest in and to said application, and to said U.S. Provisional Application, and to the invention therein set forth, and in and to any patent which may issue thereon, or claiming priority thereto, including any reissue, renewal, division, or continuation, in whole, or in part thereof, and I hereby bind myself, my heirs, legal representatives, administrators and assigns properly to execute without further consideration, any and all applications, petitions, oaths and assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment, transfer and conveyance hereby made or intended to be made.

Application No. To Be Assigned
Filed: Herewith
For: System and Method for Developing Tailored Content
ASSIGNMENT OF RIGHTS OF PATENT APPLICATION

IN WITNESS WHEREOF, I have hereunto set my hand and seal this

12 day of December, 2001.

William R. Matz
William R. Matz

State of Georgia }
County of Fulton }

Then personally appeared the above named **William R. Matz** who
acknowledged the foregoing instrument to be her free act and deed, before me, this
12th day of December, 2001.

Kristin B. Norton

Notary Public, Pike County, Georgia
My Commission Expires March 30, 2004

Application No. To Be Assigned
Filed: Herewith
For: System and Method for Developing Tailored Content
ASSIGNMENT OF RIGHTS OF PATENT APPLICATION

IN WITNESS WHEREOF, I have hereunto set my hand and seal this

12th day of December, 2001.



Scott R. Swix

State of Georgia }
County of Fulton }

Then personally appeared the above named **Scott R. Swix** who acknowledged the foregoing instrument to be her free act and deed, before me, this 12th day of December, 2001.





36968-265389
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