

PATENT ASSIGNMENT

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NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Charles W. Cross Jr.	08/30/2006
Hilary A. Pike	09/07/2006
RECEIVING PARTY DATA	
Name:	International Business Machines Corporation
Street Address:	One Orchard Road
City:	Armonk
State/Country:	NEW YORK
Postal Code:	10504
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13095037
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ATTORNEY DOCKET NUMBER:	N0484.70518US01
NAME OF SUBMITTER:	Thomas A. Franklin
Total Attachments: 4 source=N0484.70518US01 Assignment Inventors to IBM#page1.tif source=N0484.70518US01 Assignment Inventors to IBM#page2.tif source=N0484.70518US01 Assignment Inventors to IBM#page3.tif source=N0484.70518US01 Assignment Inventors to IBM#page4.tif	

OP \$40.00 13095037

ASSIGNMENT

Whereas, we,

(1) **CHARLES W. CROSS, JR.**
County of PALM BEACH

of WELLINGTON
and State of FLORIDA

(2) **HILARY A. PIKE**
County of TRAVIS

of AUSTIN
and State of TEXAS

have invented certain improvements in

**ESTABLISHING A MULTIMODAL ADVERTISING PERSONALITY FOR A SPONSOR OF A
MULTIMODAL APPLICATION**

and executed, respectively, a United States patent application therefore on

(Dates Inventors Signed Declaration) (1) Aug 30, (2006); (2) _____, (2006).

Whereas, INTERNATIONAL BUSINESS MACHINES CORPORATION, a corporation of New York, having a place of business at Armonk, New York 10504, (hereinafter called IBM), desires to acquire the entire right, title and interest in the said application and invention, and to any United States and foreign patents to be obtained therefore;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, we, the above named, hereby sell, assign, and transfer to IBM, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for the United States and foreign countries, and all rights of priority resulting from the filing of said United States application, and we request the Commissioner of Patents to issue any Letters Patent granted upon the invention set forth in said application to IBM, its successors and assigns; and we hereby agree that IBM may apply for foreign Letters Patent on said invention and we will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by IBM.

(1) Signed at Wellington, FL on Aug 30, 2006.
(City) (Date)

Charles W. Cross Jr.
CHARLES W. CROSS, JR.

(2) Signed at _____ on _____, 2006.
(City) (Date)

HILARY A. PIKE

ASSIGNMENT

Whereas, we,

(1) **CHARLES W. CROSS, JR.**
County of PALM BEACH

of WELLINGTON
and State of FLORIDA

(2) **HILARY A. PIKE**
County of ~~TRAVIS~~ BRAZOS HAP

of ~~AUSTIN~~ COLLEGE STATION
and State of TEXAS HAP

have invented certain improvements in

**ESTABLISHING A MULTIMODAL ADVERTISING PERSONALITY FOR A SPONSOR OF A
MULTIMODAL APPLICATION**

and executed, respectively, a United States patent application therefore on

(Dates Inventors Signed Declaration) (1) _____, (2006); (2) 9-7, (2006).

Whereas, INTERNATIONAL BUSINESS MACHINES CORPORATION, a corporation of New York, having a place of business at Armonk, New York 10504, (hereinafter called IBM), desires to acquire the entire right, title and interest in the said application and invention, and to any United States and foreign patents to be obtained therefore;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, we, the above named, hereby sell, assign, and transfer to IBM, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for the United States and foreign countries, and all rights of priority resulting from the filing of said United States application, and we request the Commissioner of Patents to issue any Letters Patent granted upon the invention set forth in said application to IBM, its successors and assigns; and we hereby agree that IBM may apply for foreign Letters Patent on said invention and we will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by IBM.

(1) Signed at _____ on _____, 2006.
(City) (Date)

CHARLES W. CROSS, JR.

(2) Signed at College Station on 9-7-, 2006.
(City) (Date)

Hilary A. Pike
HILARY A. PIKE