

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Riccardo Vieri	01/21/2008
RECEIVING PARTY DATA	
Name:	BRAINTEXTER, INC.
Street Address:	1101 S. Capital of Texas Highway
Internal Address:	Building K, Suite 250
City:	Austin
State/Country:	TEXAS
Postal Code:	78746
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13710124
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ATTORNEY DOCKET NUMBER:	2030-0002-C1
NAME OF SUBMITTER:	Katherine Meals
Total Attachments: 2 source=2030-0002-C1_Assignment#page1.tif source=2030-0002-C1_Assignment#page2.tif	

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## ASSIGNMENT

Attorney Docket No. :

2030-0002

WHEREAS, I/we **RICCARDO VIERI** of Via Montelupo 117, I-50025 Montespertoli, ITALY is/are the inventor(s) of an invention entitled **SYSTEM TO GENERATE AND SET UP AN ADVERTISING CAMPAIGN BASED ON THE INSERTION OF ADVERTISING MESSAGES WITHIN AN EXCHANGE OF MESSAGES, AND METHOD TO OPERATE SAID SYSTEM** that is the subject matter of: (check all that apply)

- ☐ a provisional application for Letters Patent which is identifiable in the United States Patent and Trademark Office by Application No. \_\_\_\_\_ filed on \_\_\_\_\_ ;
- ☒ an application for Letters Patent which is identifiable in the United States Patent and Trademark Office by Application No. \_\_\_\_\_ filed on \_\_\_\_\_ and/or executed on even date herewith: and
- ☐ an international application for Letters Patent filed pursuant to the Patent Cooperation Treaty which is identifiable in the United States Receiving Office by Application No. \_\_\_\_\_ filed on \_\_\_\_\_ ; and/or executed on even date herewith:

WHEREAS, **Braintexter, Inc.**, a corporation organized and existing under the laws of the State of Delaware and the United States of America, and having offices at 1101 S. Capital of Texas Highway, Building K, Suite 250, Austin, TX 78746, USA, ("Assignee") is desirous of acquiring the entire right, title and interest in and to the invention, the applications, and any and all Letters Patent or similar foreign or domestic legal protection;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, I/we transfer to Assignee, its successors and assigns, my/our entire right, title and interest in and to the invention, the above-identified applications, all provisional applications from which any of the above-identified applications claim priority, corresponding domestic applications, any continuation, division, renewal, or substitute for the applications, all Letters Patent, any reissue, re-examination, or similar legal protection issuing related to the Letters Patent, and all rights and benefits under any applicable treaty or convention; and I/we authorize the Director of the United States Patent and Trademark Office to issue the Letters Patent or similar legal protection to the Assignee.

I/We authorize the Assignee, its successors and assigns, to insert in this instrument the filing date(s) and application numbers when ascertained. I/We further authorize the Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent or similar legal protection, in its own name if desired.

I/We represent to the Assignee, its successors and assigns, that I/we have not and shall not execute any writing or do any act whatsoever conflicting with this Assignment. I/We, my/our executors or administrators, will at any time upon request, without additional consideration, but at the expense of the Assignee, its successors and assigns, execute and deliver to Assignee or its legal representatives such additional writings and do such additional acts as the Assignee, its successors and assigns, may deem desirable to perfect its enjoyment of this grant, and render all assistance in making application for and obtaining, maintaining, and enforcing the Letters Patent or similar legal protection on the invention, including without limitation providing testimony in any related interference, litigation or proceeding.

**PATENT**

**REEL: 029442 FRAME: 0574**

Riccardo Vieri  
RICCARDO VIERI

Subscribed and sworn to before me at LA STRA A SIGNA, a witness, this 29 day of  
JANUARY, 2008.

Manohesi  
Witness