

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ROBERT F. GAZDZINSKI	12/18/2012
RECEIVING PARTY DATA	
Name:	WEST VIEW RESEARCH, LLC
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State/Country:	CALIFORNIA
Postal Code:	92127
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	8065155
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ATTORNEY DOCKET NUMBER:	RFG.008C1DV1DV1C1
NAME OF SUBMITTER:	Robert F. Gazdzinski
Total Attachments: 1 source=RFG.008C1DV1DV1C1 Assignment#page1.tif	

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ASSIGNMENT

WHEREAS, I, Robert F. Gazdzinski, a United States Citizen, residing at 11027 Elderwood Lane, San Diego, CA 92131 (hereinafter "assignor"), represent and warrant that I am the sole owner of the entire right, title and interest to certain new and useful improvements for which assignor has filed the following United States issued Letters Patent in the United States (hereinafter "Letters Patent"), which is a continuation of and claims priority to U.S. Patent Application No. 11/506,975, filed August 17, 2006, now U.S. Patent No. 7,711,565, which is a divisional of and claims priority to U.S. Patent Application No. 10/935,957, filed September 7, 2004, now U.S. Patent No. 7,093,693, which is a divisional of and claims priority to U.S. Patent Application No. 10/651,451, filed August 29, 2003, now U.S. Patent No. 6,988,071, which is a continuation of and claims priority to U.S. Patent Application No. 09/330,101, filed June 10, 1999, now U.S. Patent No. 6,615,175:

<u>Patent No.</u>	<u>Issue Date</u>	<u>Title</u>
US 8,065,155 B1	November 22, 2011	<b>ADAPTIVE ADVERTISING APPARATUS AND METHODS</b>

WHEREAS, **WEST VIEW RESEARCH, LLC**, a California Corporation, with its principal place of business at 16644 West Bernardo Drive, San Diego, California, 92127, (hereinafter "assignee") is desirous of acquiring the entire right, title and interest in and to the said invention and Letters Patent.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) to me in hand paid by said assignee, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, the said assignor, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over to said assignee, the entire right, title and interest in and to said invention and Letters Patent, including any continuation, divisional, and foreign counterparts thereto, and assign to and authorize said Assignee, to file in my name applications for Letters Patent in all countries, the same to be held and enjoyed by said assignee, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent is granted, as fully and entirely as the same would have been held and enjoyed by me had this assignment, sale and transfer not been made.

AND I hereby covenant that I have full right to convey the entire interest herein assigned, and that I have not executed and will not execute any agreement in conflict herewith, and I further covenant and agree that I will each time request is made and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said invention and Letters Patent to said assignee, its successors, assigns, nominees, or legal representatives, and I agree to communicate to said assignee or to its nominee all known facts respecting said invention and Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisional, continuing, reissue and foreign patents, to make all rightful oaths, and generally to do everything possible to aid said assignee, its successors, assigns, nominees and legal representatives to obtain and enforce for its or their own benefit proper patent protection for said invention and Letters Patent in any and all countries.

AND I hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents on patents as aforesaid, to issue to said assignee, as assignee of the entire right, title and interest, said Letters Patent of the United States, in accordance with the terms of this assignment.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 18 day of DECEMBER 2012.

  
ROBERT F. GAZDZINSKI