

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																								
NATURE OF CONVEYANCE:	CHANGE OF NAME																								
CONVEYING PARTY DATA																									
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RECEIVING PARTY DATA																									
Name:	ADVERTISING.COM, INC.																								
Street Address:	1010 HULL STREET																								
Internal Address:	SUITE 200 THE TIDE BUILDING																								
City:	BALTIMORE																								
State/Country:	MARYLAND																								
Postal Code:	21230																								
PROPERTY NUMBERS Total: 11																									
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OP \$440.00 13620899

PATENT

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 801-203-3546

Email: elogan@kjpip.com

Correspondent Name: Ryan E. Keller

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Address Line 2: Suite 500

Address Line 4: Salt Lake City, UTAH 84111

ATTORNEY DOCKET NUMBER:

19487.15 CONS

NAME OF SUBMITTER:

Ryan E. Keller

Total Attachments: 5

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of John B. Ferber, Scott Ferber, Stein E. Kretsinger, Robert Luenberger and David Luenberger

Serial No. : 09/610,197 Group Art Unit:

Filed: 07/01/00 Examiner:

For: OPTIMAL INTERNET AD PLACEMENT

* * * * *

ASSIGNMENT Pursuant to 37 CFR § 3.56

* * * * *

I, John B. Ferber, residing at 100 Harbor View Drive, Apt. 2210 Baltimore, MD 21230 and I, Scott Ferber, residing at 100 Harbor View Drive, Apt. 1007 Baltimore, MD 21230 and I, Stein E. Kretsinger, residing at 100 Harbor View Drive, Apt. 1114 Baltimore, MD 21230 and I, Robert Luenberger residing at 2451 Tasso Street Palo Alto, California 94301 and I, David Luenberger residing at 813 Tolman Drive Stanford, CA 94305 for good and valuable consideration, the sufficiency of which is hereby acknowledged, do hereby sell, assign and transfer unto Advertising.com, Inc., a corporation organized under the laws of the State of **Maryland** and having its principal office at **1010 Hull Street, Suite 200 The Tide Building Baltimore, MD 21230** (hereinafter "ASSIGNEE,"), the entire right, title and interest, together with all rights of priority, in and to my invention for a **Optimal Internet Ad Placement** as described and/or claimed in my application for Letters Patent of the United States of America, Serial No. **09/610,197** filed **July 1st, 2000** as well as all foreign counterparts thereof together with all Letters Patent issuing on the aforesaid application for Letters Patent, the same to be held and enjoyed by ASSIGNEE, its successors, assigns or other legal representatives, to the full ends of the terms of all said Letters Patent therefore which may be granted.

I HEREBY AUTHORIZE ASSIGNEE to make application for and to receive Letters Patent for said invention in any foreign countries in its own name, or in my name, at its election.

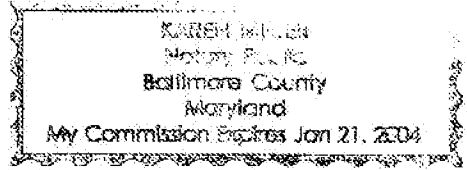
AND I HEREBY COVENANT AND AGREE that I will execute or procure any further necessary assurance of title to said invention and any Letters Patent which may issue therefor and that I will, at any time, upon the request and at the expense of ASSIGNEE deliver any testimony in any legal proceedings and execute all papers that may be necessary or desirable to perfect the title to said invention or any Letters Patent which may be granted therefor in ASSIGNEE, its successors, assigns, or other legal representatives, and that I will, at any time, upon the request and at the expense of the ASSIGNEE execute any continuations, divisions, reissues, or any other additional applications for Letters Patent for said invention or any part or parts thereof, all of which applications and any Letters Patent issuing thereof are hereby assigned to ASSIGNEE, and will make all rightful oaths, and do all lawful acts requisite for procuring the same therein, without further compensation, but at the expense of ASSIGNEE, its successors, assigns or other legal representatives.

AND I HEREBY AUTHORIZE AND REQUEST the Commissioner of Patents and Trademarks to issue any and all Letters Patent of the United States for said invention, resulting from any of the aforesaid application to assignee.

WITNESS MY HAND and seal this 16th of November, 2000.

John B Ferber
John B. Ferber

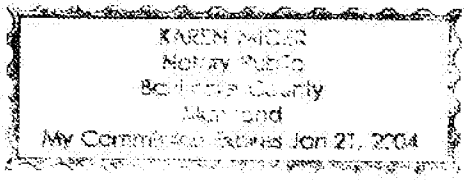
STATE OF Maryland
COUNTY OF Baltimore



On this 16th day of NOVEMBER, 2000 personally appeared before me John B. Ferber to me known, and known by me to be the same person described in and who executed the foregoing instrument, and acknowledged that he executed the same, of his own free will and for the purposes set forth.

Karen Miller
Notary Public

My commission expires: 1/21/2004



WITNESS MY HAND and seal this 16th of November, 2000.

Scott Ferber
Scott Ferber

STATE OF Maryland
COUNTY OF Baltimore

On this 16th day of November, 2000 personally appeared before me Scott Ferber to me known, and known by me to be the same person described in and who executed the foregoing instrument, and acknowledged that he executed the same, of his own free will and for the purposes set forth.

Karen Miller
Notary Public

My commission expires: 1/21/2004

WITNESS MY HAND and seal this 27th of November, 2000.

Stein E. Kretsinger

Stein E. Kretsinger

STATE OF Maryland
COUNTY OF Anne Arundel

On this 27th day of November, 2000 personally appeared before me Stein E. Kretsinger to me known, and known by me to be the same person described in and who executed the foregoing instrument, and acknowledged that he executed the same, of his own free will and for the purposes set forth.

Traci M. Walter

Notary Public

My commission expires: Traci M. Walter, Notary Public
Anne Arundel County
State of Maryland
My Commission Expires July 1, 2002

WITNESS MY HAND and seal this 21 of November, 2000.

Robert A. Luenberger

Robert Luenberger

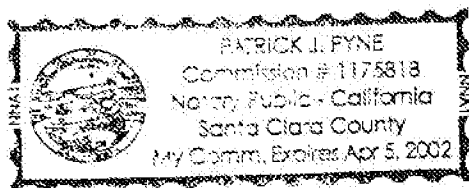
STATE OF California
COUNTY OF Santa Clara

On this 21st day of November, 2000 personally appeared before me Robert Luenberger to me known, and known by me to be the same person described in and who executed the foregoing instrument, and acknowledged that he executed the same, of his own free will and for the purposes set forth.

Patrick J. Pyne

Notary Public

My commission expires: April 5 - 2005



WITNESS MY HAND and seal this 30 of November 2000.

David Luengberger
David Luengberger

STATE OF California
COUNTY OF Santa Clara

On this 30th day of Nov., 2000 personally appeared before me David Luengberger to me known, and known by me to be the same person described in and who executed the foregoing instrument, and acknowledged that he executed the same, of his own free will and for the purposes set forth.

Joann M. Correia
Notary Public

My commission expires: 5/26/01

