

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT3213256

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MEHUL JAIN	07/31/2014
KENT WILLIAM LAUX	07/31/2014
DEEPAK KUMAR THAKRAL	08/04/2014
RECEIVING PARTY DATA	
Name:	YP INTELLECTUAL PROPERTY LLC
Street Address:	2247 NORTHLAKE PARKWAY
City:	TUCKER
State/Country:	GEORGIA
Postal Code:	30084
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14448897
CORRESPONDENCE DATA	
Fax Number:	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
Email:	payoung@kilpatricktownsend.com
Correspondent Name:	KILPATRICK TOWNSEND & STOCKTON LLP
Address Line 1:	TWO EMBARCADERO CENTER
Address Line 2:	EIGHTH FLOOR
Address Line 4:	SAN FRANCISCO, CALIFORNIA 94111
ATTORNEY DOCKET NUMBER:	94564-014010US-912563
NAME OF SUBMITTER:	AARON R. SWEHLA
SIGNATURE:	/Aaron R. Swehla/
DATE SIGNED:	02/05/2015
This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 3	
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COMBINED ASSIGNMENT AND DECLARATION OF PATENT APPLICATION

Title of Invention: SYSTEMS AND METHODS FOR TRACKING CALLS RESPONSIVE TO
ADVERTISEMENTS USING BACK CHANNEL MESSAGING AND DATA
CHANNEL COMMUNICATIONS

Application No.: 14/448,897 filed on July 31, 2014.

ASSIGNMENT

WHEREAS, I, Mehul Jain, 780 Sea Spray Lane, Unit 109, Foster City, CA 94404, a resident of the United States, am the original inventor or an original joint inventor of the invention disclosed in the above-identified application for a United States Letters Patent;

WHEREAS, YP Intellectual Property LLC, a Delaware limited liability company, having a principal place of business at 2247 Northlake Parkway, Tucker, Georgia 30084, hereinafter referred to as "YP Intellectual Property," is desirous of acquiring an interest in the invention and application and in any United States Letters Patent and Registrations which may be granted on the same;

For one dollar (\$1.00) and other good and valuable consideration, I have assigned, and by these presents do assign to YP Intellectual Property all right, title, and interest in and to the invention and application and to all foreign counterparts (including patent, utility model, and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on any patent application claiming priority from the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title, and interest is to be held and enjoyed by YP Intellectual Property and YP Intellectual Property's successors and assigns as fully and exclusively as it would have been held and enjoyed by me had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation, or extension thereof.

I further agree that I will, without charge to me, but at YP Intellectual Property's expense, (a) cooperate with YP Intellectual Property in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge, and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as YP Intellectual Property lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in YP Intellectual Property, or YP Intellectual Property's successors and assigns. I waive any obligation of YP Intellectual Property to file foreign counterparts on the invention or continue pursuit of prosecution of the invention and application and to all foreign counterparts, YP Intellectual Property can in its sole discretion choose which countries to file foreign counterparts, unless I have previously informed YP Intellectual Property in writing of any foreign counterparts I would like the option to pursue or prosecute.

I hereby authorize and request Kilpatrick Townsend & Stockton LLP, Two Embarcadero Center, Eighth Floor, San Francisco, CA 94111-3834, to insert herein above the application number and filing date of said application when known.

DECLARATION

As the above named inventor, I hereby declare that:

- This declaration is directed to the application listed above and any applications related by priority that may include claims or claim elements supported in the application listed above
- The above-identified application was made or authorized to be made by me.
- I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.
- I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than 5 years, or both.

IN TESTIMONY of both the Assignment and Declaration, I have signed my name on the date indicated.

Dated:

07/31/14

Mehul Jain

Mehul Jain

COMBINED ASSIGNMENT AND DECLARATION OF PATENT APPLICATION

Title of Invention: **SYSTEMS AND METHODS FOR TRACKING CALLS RESPONSIVE TO
ADVERTISEMENTS USING BACK CHANNEL MESSAGING AND DATA
CHANNEL COMMUNICATIONS**

Application No.: 14/448,897, filed on July 31, 2014

ASSIGNMENT

WHEREAS, I, Kent William Laux, 3307 Morning View Terrace, Fremont, CA 94539, a resident of the United States, am the original inventor or an original joint inventor of the invention disclosed in the above-identified application for a United States Letters Patent;

WHEREAS, YP Intellectual Property LLC, a Delaware limited liability company, having a principle place of business at 2247 Northlake Parkway, Tucker, Georgia 30084, hereinafter referred to as "YP Intellectual Property," is desirous of acquiring an interest in the invention and application and in any United States Letters Patent and Registrations which may be granted on the same;

For one dollar (\$1.00) and other good and valuable consideration, I have assigned, and by these presents do assign to YP Intellectual Property all right, title, and interest in and to the invention and application and to all foreign counterparts (including patent, utility model, and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on any patent application claiming priority from the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title, and interest is to be held and enjoyed by YP Intellectual Property and YP Intellectual Property's successors and assigns as fully and exclusively as it would have been held and enjoyed by me had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation, or extension thereof.

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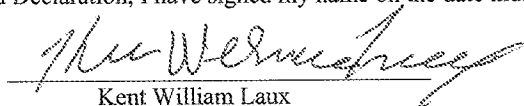
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- I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.
- I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than 5 years, or both.

IN TESTIMONY of both the Assignment and Declaration, I have signed my name on the date indicated.

Dated: 7/31/2014


Kent William Laux

COMBINED ASSIGNMENT AND DECLARATION OF PATENT APPLICATION

Title of Invention: **SYSTEMS AND METHODS FOR TRACKING CALLS RESPONSIVE TO ADVERTISEMENTS USING BACK CHANNEL MESSAGING AND DATA CHANNEL COMMUNICATIONS**

Application No.: **14/448,897**, filed on **July 31, 2014**.

ASSIGNMENT

WHEREAS, I, Deepak Kumar Thakral, 107 S. Kenneth Road, Burbank, CA 91501, a resident of the United States, am the original inventor or an original joint inventor of the invention disclosed in the above-identified application for a United States Letters Patent;

WHEREAS, YP Intellectual Property LLC, a Delaware limited liability company, having a principle place of business at 2247 Northlake Parkway, Tucker, Georgia 30084, hereinafter referred to as "YP Intellectual Property," is desirous of acquiring an interest in the invention and application and in any United States Letters Patent and Registrations which may be granted on the same;

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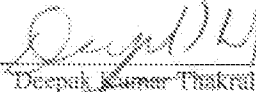
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IN TESTIMONY of both the Assignment and Declaration, I have signed my name on the date indicated.

Dated: 08/04/2014


Deepak Kumar Thakral

PATENT