

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3413075

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|---|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | CHANGE OF NAME |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| E-CHANNEL ONLINE PTY LTD | 06/03/2002 |
| RECEIVING PARTY DATA | |
| Name: | DYNAMIC CREATIVE PTY LTD |
| Street Address: | UNIT 10, 13-23 UNLEY ROAD, PARKSIDE |
| City: | SOUTH AUSTRALIA |
| State/Country: | AUSTRALIA |
| Postal Code: | 5063 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Patent Number: | 8166015 |
| CORRESPONDENCE DATA | |
| Fax Number: | (703)716-1180 |
| <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: | gbpatent@gbpatent.com |
| Correspondent Name: | GREENBLUM & BERNSTEIN, P.L.C. |
| Address Line 1: | 1950 ROLAND CLARKE PLACE |
| Address Line 4: | RESTON, VIRGINIA 20191 |
| ATTORNEY DOCKET NUMBER: | P31391 |
| NAME OF SUBMITTER: | LESLIE J. PAPERNEER |
| SIGNATURE: | /Leslie J. Paperner/ |
| DATE SIGNED: | 06/25/2015 |
| Total Attachments: 2 | |
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| source=P31391_ChangeofName#page2.tif | |

P31391

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s) : Francesco GRASSO

Art Unit : 2161

Patent No. : 8,166,015

Appl. No. : 11/617,255

Examiner : Anteneh B. GIRMA

Filed : December 28, 2006

Conf. No. : 3865

For : WEB ADVERTISING MANAGEMENT METHOD

COVER LETTER

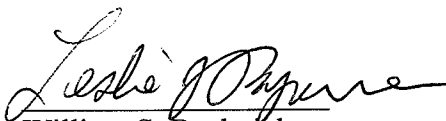
Commissioner for Patents
U.S. Patent and Trademark Office
Customer Service Window, Mail Stop
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Sir:

Applicants enclose herewith relevant pages from the AUSTRALIAN SECURITIES & INVESTMENTS COMMISSION'S DATABASE, indicating a name change in the assignee's name from E-CHANNEL ONLINE PTY LTD to DYNAMIC CREATIVE PTY LTD.

Accordingly, Applicants request recordation of the enclosed name change documents in the U.S. Patent and Trademark Office so that the above-mentioned application is held in the name of DYNAMIC CREATIVE PTY LTD. If there are any questions regarding this matter, the undersigned may be contacted at the number below.

Respectfully submitted,
Francesco GRASSO


William S. Boshnick
Reg. No. 44550

June 24, 2015
GREENBLUM & BERNSTEIN, P.L.C.
1950 Roland Clarke Place
Reston, VA 20191
(703) 716-1191

Leslie J. Paperner
Reg. No. 33,329

{P31391 02443621.DOC}

PATENT
REEL: 036023 FRAME: 0840



ASIC
Australian Securities & Investments Commission

Australian Company

DYNAMIC CREATIVE PTY LTD
ACN 100 776 850

Extracted from ASIC's database at AEST 09:28:07 on 23/06/2015

Company Summary

Name: DYNAMIC CREATIVE PTY LTD

ACN: 100 776 850

ABN: 29 100 776 850

Registration Date: 03/06/2002

Next Review Date: 03/06/2016

Former Name(s): E-CHANNEL ONLINE PTY LTD

Status: Registered

Type: Australian Proprietary Company, Limited By Shares

Locality of Registered Office: ADELAIDE SA 5000

Regulator: Australian Securities & Investments Commission

Further information relating to this organisation may be purchased from ASIC.