

Form PTO-1595 (Rev. 03/05)  
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## RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

<b>1. Name of conveying party(ies)</b> Thad Pasquale Kurt Joseph Marc Sullivan Philip Kortum Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>2. Name and address of receiving party(ies)</b> Name: <u>SBC Knowledge Ventures, L.P.</u> Internal Address: <u>645 E. Plumb Lane</u> <u>Reno, Nevada 89502</u> Street Address: <u>SAME</u> City: _____ State: _____ Country: _____ Zip: _____ Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>3. Nature of conveyance/Execution Date(s):</b> Execution Date(s) <u>March 22, 2006</u> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Joint Research Agreement <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input type="checkbox"/> Other _____	<b>4. Application or patent number(s):</b> <input type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s) <u>11/333,067</u> <u>Filed: January 17, 2006</u> B. Patent No.(s) _____ Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>5. Name and address to whom correspondence concerning document should be mailed:</b> Name: <u>MADAN, MOSSMAN &amp; SRIRAM, P.C.</u> Internal Address: <u>2603 Augusta, Suite 700</u> Street Address: _____ City: <u>HOUSTON</u> State: <u>TEXAS</u> Zip: <u>77057</u> Phone Number: <u>713-266-1130</u> Fax Number: <u>713-266-8510</u> Email Address: _____	<b>6. Total number of applications and patents involved:</b> <u>1</u> <b>7. Total fee (37 CFR 1.21(h) &amp; 3.41) \$ 40.00</b> <input type="checkbox"/> Authorized to be charged by credit card <input checked="" type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title) <b>8. Payment Information</b> a. Credit Card Last 4 Numbers _____ Expiration Date _____ b. Deposit Account Number <u>13-0010 (SBC-1064-US)</u> Authorized User Name <u>Paul S. Madan</u>
<b>9. Signature:</b> <u>Paul S. Madan</u> <span style="float: right;"><u>April 18, 2006</u></span> <div style="display: flex; justify-content: space-between;"> <span>Signature</span> <span>Date</span> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <span><b>Paul S. Madan, Reg. No. 33,011</b></span> <span>Total number of pages including cover sheet, attachments, and documents: <span style="border: 1px solid black; padding: 2px;">5</span></span> </div> <div style="text-align: center; margin-top: 5px;">       Name of Person Signing     </div>	

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

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### ASSIGNMENT

WHEREAS, Thad Pasquale, a citizen of the United States of America, residing at 11324 Fletcher Hall Lane, Austin, Texas 78717; Kurt Joseph, a citizen of the United States of America, residing at 5815 Sandalwood Hollow, Austin, Texas 78731; Marc Sullivan, a citizen of the United States of America, residing at 13333 Humphrey Drive, Austin, Texas 78729 and Phillip Kortum, a citizen of the United States of America, residing at 10501 O'Rourke Lane, Austin, Texas 78739; hereinafter called the "Assignors", have made the invention described in the United States patent application entitled "**A Method And System For Integrating Smart Tags Into A Video Data Service**", Attorney Docket No. **SBC-1064-US (LB1156)**, for a full description of which reference is here made to an application for Letters Patent of the United States filed on **January 17, 2006** and assigned Application Serial No. **11/333,067**; and

WHEREAS, SBC KNOWLEDGE VENTURES, L.P., a partnership organized and existing under the laws of the State of Nevada, having a place of business at 645 E. Plumb Lane, Reno, Nevada 89502, hereinafter called the "Assignee", desires to acquire the entire right, title and interest for the United States of America and elsewhere throughout the world in and to said invention and the patent application identified above, including any and all divisions and continuations thereof and any and all Letters Patent which may be granted thereon, including any and all renewals, reissues and prolongations thereof.

NOW, THEREFORE in consideration of the sum of One Dollar (\$1.00) and other valuable and legally sufficient consideration, the receipt of which by the Assignors from the Assignee is hereby acknowledged, the Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefor in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term and terms for all such patents.

AND said Assignors hereby covenant and agree, for both the Assignors and the Assignors' legal representatives, that the Assignors will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignors will execute and deliver to the Assignee to carry out the terms of this Assignment. Assignors authorize attorney or agent to fill in the U.S. Application Serial No. above, if required.

Attorney Docket Number SBC-1064-US (LB1156)

AND said Assignors authorize and request the Commissioner of Patents to issue Letters Patent on said application, and on any all divisions and continuations thereof, to said Assignee, its assigns and legal representatives, in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, this Assignment is executed by said Assignors, on the date(s) listed below.

Name of First Inventor: Thad Pasquale

Signature of First Inventor: 

Date: 3-22-06

Witnesses for First Inventor

First Witness:  22 March 2006

Signature / Date

JAMES T Miller

Full Name (printed)

Second Witness:  / 22 March 2006

Signature / Date

Gregory Edwards

Full Name (printed)

Name of Second Inventor: Kurt Joseph

Signature of Second Inventor: 

Date: 3/22/06

Witnesses for Second Inventor

First Witness:  22 March 2006

Signature / Date

JAMES T Miller

Full Name (printed)

Second Witness:  , March 22, 2006

Signature / Date

Gregory Edwards

Full Name (printed)

Attorney Docket Number SBC-1064-US (LB1156)

Name of Third Inventor: Marc Sullivan

Signature of Third Inventor: *Marc Sullivan*

Date: 3/22/06

Witnesses for Third Inventor

First Witness:

*James J Miller* 22 March 2006

Signature / Date

JAMES T Miller

Full Name (printed)

Second Witness:

*Carole Edwards* / March 22, 2006

Signature / Date

Carole Edwards

Full Name (printed)

Name of Fourth Inventor: Philip Kortum

Signature of Fourth Inventor: \_\_\_\_\_

Date: \_\_\_\_\_

Witnesses for Fourth Inventor

First Witness:

Signature / Date

Full Name (printed)

Second Witness:

Signature / Date

Full Name (printed)

Attorney Docket Number SBC-1064-US (LB1156)

Name of Third Inventor: Marc Sullivan

Signature of Third Inventor: \_\_\_\_\_

Date: \_\_\_\_\_

Witnesses for Third Inventor

First Witness: \_\_\_\_\_  
Signature / Date

\_\_\_\_\_  
Full Name (printed)

Second Witness: \_\_\_\_\_  
Signature / Date

\_\_\_\_\_  
Full Name (printed)

Name of Fourth Inventor: Philip Kortum

Signature of Fourth Inventor: *PK*

Date: 3-22-06

Witnesses for Fourth Inventor

First Witness: *Elizabeth Villarreal 3/22/06*  
Signature / Date

Elizabeth Villarreal  
Full Name (printed)

Second Witness: *Lanita K Martin 3/22/06*  
Signature / Date

LANITA K MARTIN  
Full Name (printed)