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1. Name of conveying party(ies):

William Matz

2. Name and address of receiving party(ies):

BellSouth Intellectual Property Corporation
824 Market Street, Suite 901
Wilmington, Delaware 19801

Additional name(s) of conveying party(ies) attached? Yes No

Additional name(s) & address(es) attached? Yes No

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 Assignment Merger
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Execution Date: June 29, 2006

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: June 29, 2006

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jodi L. Hartman, Esq.
Address: Hope Baldauff Hartman, LLC
P.O. Box 2825
Atlanta, Georgia 30301

6. Total number of applications and patents involved: One

7. Total fee (37 CFR 3.41): \$40.00

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Jodi L. Hartman - Reg. No. 55,251
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June 30, 2006
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Total number of pages including cover sheet, attachments, and document: 6

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PATENT
REEL: 018073 FRAME: 0805

ASSIGNMENT

WHEREAS, I, William Matz, residing at 120 Parc Du Chateau, Atlanta, Georgia 30327 USA, am the sole inventor of an invention entitled **APPARATUS FOR RECEIVING AND DISPLAYING CELLULAR TELEVISION CONTENT AND METHOD FOR BILLING FOR SAME** as described and claimed in the specification forming part of an application for United States letters patent executed herewith.

AND WHEREAS, BellSouth Intellectual Property Corporation, a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 824 Market Street, Suite 901, Wilmington, Delaware 19801 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the application, all divisions, continuations, or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the Assignee, its successors and assigns.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

