

Form PTO-1595 (Rev. 07/05)
OMB No. 0851-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

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.

1. Name of conveying party(ies)

Roland Noll
Jeffrey G. Weber
Scott Alan Pettit
Mary Catherine McCarthy

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

3. Nature of conveyance/Execution Date(s):

Execution Date(s) October 25, 2006

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

Name: SBC Knowledge Ventures, L.P.

Internal Address: _____

Street Address: 645 E. Plumb Lane

City: Reno

State: Nevada

Country: USA Zip: 89502

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

4. Application or patent number(s):

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

11/514,325

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: G. Michael Roebuck

Internal Address: Gilbreth Roebuck

Street Address: Frost Bank Building

6750 West Loop South, Suite 920

City: Bellaire

State: Texas Zip: 77401

Phone Number: 713-400-1100 X120

Fax Number: 713-400-1106

Email Address: mroebuck@gilbrethroebuck.com

6. Total number of applications and patents involved: 1**7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00**

- ☒ Authorized to be charged by credit card
☐ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers 3559

Expiration Date 03/10

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

G. Michael Roebuck
Signature

Oct 27, 2006
Date

G. Michael Roebuck

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 6

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

OP \$40.00 11514325

700294220

PATENT
REEL: 018456 FRAME: 0721

Attorney Docket No. 547 (ATT 2025)

ASSIGNMENT

WHEREAS, Roland Noll, a citizen of the United States of America, residing at 2531 Steeple Way, San Antonio, Texas 78248; Jeffrey G. Weber, a citizen of the United States of America, residing at 2223 Sawgrass Ridge, San Antonio, Texas 78258; Scott Alan Pettit, a citizen of the United States of America, residing at 13615 Liberty Oak, San Antonio, Texas 78232; and Mary Catherine McCarthy, a citizen of Canada, residing at 2115 Oak Dew, San Antonio, Texas 78232; hereinafter called the "Assignors", have made the invention described in the United States patent application entitled "A SYSTEM AND METHOD FOR DELIVERING TARGETED ADVERTISING DATA IN AN INTERNET PROTOCOL TELEVISION SYSTEM", Attorney Docket No. 547 (ATT 2025), for a full description of which reference is here made to an application for Letters Patent of the United States filed on August 31, 2006 and assigned Application Serial No. 11/514,325; 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 therefore 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

APR 16 1996 08:42 FR

TD 87134001106

P.03/12

Attorney Docket No. 547 (ATT 2025)

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.

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:

Roland Noll

Signature of First Inventor:

Roland Noll

Date:

10-25-06Witnesses for First Inventor

First Witness:

Diane C. Martinez / 10-25-06

Signature / Date

Diane C. Martinez

Full Name (printed)

Second Witness:

R. A. Cockrell 10/25/2006

Signature / Date

R. A. Cockrell

Full Name (printed)

PATENT

REEL: 018456 FRAME: 0723

APR 16 1996 08:42 FR

TO 87134001106

P.04/12

Attorney Docket No. 547 (ATT 2025)

Name of Second Inventor:

Jeffrey Weber

Signature of Second Inventor:

Date:

10-25-06Witnesses for Second Inventor

First Witness:

Diane C. Martinez / 10-25-06
Signature / DateDiane C. Martinez

Full Name (printed)

Second Witness:

R. A. Cockrell 10/25/2006
Signature / DateR. A. Cockrell

Full Name (printed)

Name of Third Inventor:

Scott Pettit

Signature of Third Inventor:

Date:

10-25-06Witnesses for Third Inventor

First Witness:

Diane C. Martinez / 10-25-06
Signature / DateDiane C. Martinez

Full Name (printed)

Second Witness:

R. A. Cockrell 10/25/2006
Signature / DateR. A. Cockrell

Full Name (printed)

PATENT

REEL: 018456 FRAME: 0724

APR 16 1996 08:42 FR

TO 87134001106

P.05/12

Attorney Docket No. 547 (ATT 2025)

Name of Fourth Inventor:

Mary McCarthy

Signature of Fourth Inventor:

Date:

25 OCT 06Witnesses for Fourth Inventor

First Witness:

Diane C. Martinez / 10-25-06
Signature / DateDiane C. Martinez
Full Name (printed)

Second Witness:

R. A. Cockrell 10/25/2006
Signature / DateR. A. Cockrell
Full Name (printed)