

Form PTO-1595 (Rev. 07/05)  
OMB No. 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE  
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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.

### 1. Name of conveying party(ies)

(1) David J. Piepenbrink  
(2) Lee Chow  
(3) Stephen Rys

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

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

Execution Date(s) (1) June 9, 2007 (2) June 13, 2007 (3) June 12, 2007

- ☒ 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: AT&T KNOWLEDGE VENTURES, LP

Internal Address: \_\_\_\_\_

Street Address: 645 E. Plumb Lane

City: Reno

State: NV

Country: US

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) 11/728,046

B. Patent No.(s) \_\_\_\_\_

Attorney Docket No.: 1033-061226

Additional numbers attached? ☐ Yes ☒ No

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

Name: Jeffrey G. Toler

Internal Address: TOLER SCHAFFER LLP

Street Address: 8500 Bluffstone Cove, Suite A201

City: Austin

State: TX Zip: 78759

Phone Number: 512-327-5515

Fax Number: 512-327-5575

Email Address: \_\_\_\_\_

### 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)

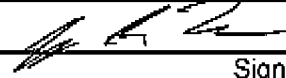
### 8. Payment Information

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 50-2469

Authorized User Name Jeffrey G. Toler

### 9. Signature:



Signature

7-13-2007  
Date

Jeffrey G. Toler, Reg. No.: 38,342  
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 5

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

CH \$40.00 502469 11728046

### ASSIGNMENT

WHEREAS, David J. Piepenbrink, a citizen of the United States of America, residing at 1307 S. Wabash Avenue, Chicago, IL 60605; Lee Chow, a citizen of the United States of America, residing at 3359 Hollis Circle, Naperville, IL 60564; and Stephen Rys, a citizen of the United States of America, residing at 9204 Eddy Cove, Austin, TX 78735; hereinafter called the "Assignors," have made the invention described in the United States patent application entitled, "System and Method of Presenting Assets Related to Media Content," Attorney Docket No. 1033-061226 (AT&T 2006-1226), for a full description of which reference is here made to an application for Letters Patent of the United States filed on March 23, 2007, and assigned Application Serial No. 11/728,046; and

WHEREAS, AT&T 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 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: 1033-061226

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: David J. PlepenbrinkSignature of First Inventor: Date: 6/9/07Witnesses for First InventorFirst Witness:  06/09/07  
Signature / DateJane Gine Qiu Meng  
Full Name (printed)Second Witness:  6-9-07  
Signature / DateCharles Drews  
Full Name (printed)Name of Second Inventor: Lee Chow

Signature of Second Inventor: \_\_\_\_\_

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

Witnesses for Second InventorFirst Witness: \_\_\_\_\_  
Signature / Date\_\_\_\_\_  
Full Name (printed)Second Witness: \_\_\_\_\_  
Signature / Date\_\_\_\_\_  
Full Name (printed)

Attorney Docket Number: 1033-061226

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: David J. Piepenbrink

Signature of First Inventor: \_\_\_\_\_

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

Witnesses for First Inventor

First Witness: \_\_\_\_\_

Signature / Date

Full Name (printed)

Second Witness: \_\_\_\_\_

Signature / Date

Full Name (printed)

Name of Second Inventor: Lee ChowSignature of Second Inventor: Lee ChowDate: June 13, 2007Witnesses for Second Inventor

First Witness: \_\_\_\_\_

Signature / Date

Lillian Herrera

Full Name (printed)

Second Witness: \_\_\_\_\_

Signature / Date

Mary Winters

Full Name (printed)

Attorney Docket Number: 1033-061226

Name of Third Inventor:

Stephen Rys

Signature of Third Inventor:



Date:

6/12/07Witnesses for Third Inventor

First Witness:

 6/12/07  
Signature / DateAdam Lee Klein  
Full Name (printed)

Second Witness:

 6/12/07  
Signature / DateSandra Lenhart  
Full Name (printed)