

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT						
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT						
<b>CONVEYING PARTY DATA</b>							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Robert SAYKO</td> <td>08/28/2007</td> </tr> <tr> <td>Sean CAROLAN</td> <td>08/28/2007</td> </tr> </tbody> </table>		Name	Execution Date	Robert SAYKO	08/28/2007	Sean CAROLAN	08/28/2007
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Robert SAYKO	08/28/2007						
Sean CAROLAN	08/28/2007						
<b>RECEIVING PARTY DATA</b>							
<b>Name:</b>	AT&T Corp.						
<b>Street Address:</b>	32 Avenue of the Americas						
<b>City:</b>	New York						
<b>State/Country:</b>	NEW YORK						
<b>Postal Code:</b>	10013-2412						
<b>PROPERTY NUMBERS Total: 1</b>							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11847800</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11847800		
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Application Number:	11847800						
<b>CORRESPONDENCE DATA</b>							
<b>Fax Number:</b>	(908)532-1281						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
<b>Email:</b>	jetchells@att.com						
<b>Correspondent Name:</b>	John Etechells						
<b>Address Line 1:</b>	One AT&T Way						
<b>Address Line 2:</b>	Room 2A-207						
<b>Address Line 4:</b>	Bedminster, NEW JERSEY 07921						
<b>ATTORNEY DOCKET NUMBER:</b>	2006-A2115						
<b>NAME OF SUBMITTER:</b>	Quy Le						
<b>Total Attachments: 3</b> source=2006-A2115-Assignmt#page1.tif source=2006-A2115-Assignmt#page2.tif source=2006-A2115-Assignmt#page3.tif							

OP \$40.00 11847800

Docket No. 2006-A2115

## ASSIGNMENT AND AGREEMENT

For value received, we, **Robert SAYKO**, of 4 Sycamore Place, Colts Neck, in the County of Monmouth and State of New Jersey and **Sean CAROLAN**, of 120 Aimee Drive, Freehold, in the County of Monmouth and State of New Jersey, hereby sell, assign and transfer to AT&T Corp., a corporation of the State of New York, having an office at 32 Avenue of the Americas, New York, New York 10013-2412, U.S.A., and its successors, assigns and legal representatives, the entire right, title and interest, for the United States of America, in and to certain inventions related to **MEDIA MANAGEMENT BASED ON DERIVED QUANTITATIVE DATA OF QUALITY** described in an application for Letters Patent of the United States, executed by us of even date herewith, and all the rights and privileges in said application and under any and all Letters Patent that may be granted in the United States for said inventions; and we also concurrently hereby sell, assign and transfer to AT&T Corp. the entire right, title and interest in and to said inventions for all countries foreign to the United States, including all rights of priority arising from the application aforesaid, and all the rights and privileges under any and all forms of protection, including Letters Patent, that may be granted in said countries foreign to the United States for said inventions.

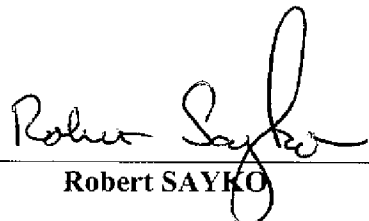
We authorize AT&T Corp. to make application for such protection in its own name and maintain such protection in any and all countries foreign to the United States, and to invoke and claim for any application for patent or other form of protection for said inventions, without further authorization from us, any and all benefits, including the right of priority provided by any and all treaties, conventions, or agreements.

We hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country in proof of the right of AT&T Corp. to apply for patent or other form of protection for said inventions and to claim the aforesaid benefit of the right of priority.

We request that any and all patents for said inventions be issued to AT&T Corp. in the United States and in all countries foreign to the United States, or to such nominees as AT&T Corp. may designate.

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We agree that, when requested, we shall, without charge to AT&T Corp. but at its expense, sign all papers, and do all acts which may be necessary, desirable or convenient in connection with said applications, patents, or other forms of protection.

  
Robert SAYKO

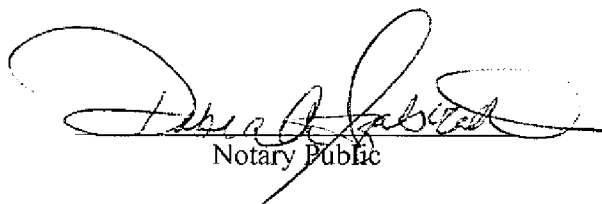
Date: 8/28/07

United States of America )

State of New Jersey )

County of Monmouth )

On this 28 day of August, 2007, before me personally came **Robert SAYKO**, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

  
Notary Public

DEBRA A. SZABOCSIK  
A NOTARY OF NEW JERSEY  
MY COMMISSION EXPIRES MAY 18, 2011

Docket No. 2006-A2115



Sean CAROLAN

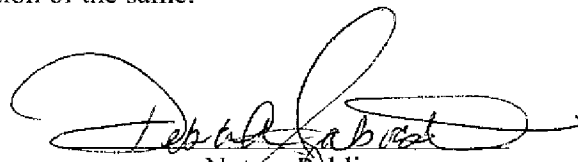
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AT&T Corp.  
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Bedminster, New Jersey 07921