

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<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>Xiaolian Bi</td> <td>09/14/2007</td> </tr> <tr> <td>Jason Unrein</td> <td>09/14/2007</td> </tr> </tbody> </table>		Name	Execution Date	Xiaolian Bi	09/14/2007	Jason Unrein	09/14/2007
Name	Execution Date						
Xiaolian Bi	09/14/2007						
Jason Unrein	09/14/2007						
RECEIVING PARTY DATA							
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City:	RENO						
State/Country:	NEVADA						
Postal Code:	89502						
PROPERTY NUMBERS Total: 1							
<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>11855388</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11855388		
Property Type	Number						
Application Number:	11855388						
CORRESPONDENCE DATA							
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ATTORNEY DOCKET NUMBER:	7785-229 (2006-1993)						
NAME OF SUBMITTER:	Andrew Gust						

Total Attachments: 3
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CH \$40.00 11855388

ASSIGNMENT

WHEREAS, Xiaolian Bi, a citizen of the United States, residing at San Antonio, TX, Jason Unrein, a citizen of the United States, residing at San Antonio, TX, hereinafter called the "Assignors", have made the invention described in the United States patent application entitled "**SYSTEM AND METHOD FOR PERSONALIZED MESSAGING**" Attorney Docket No. 7785-229 (AT&T 2006-1993), for a full description of which reference is here made to an application for Letters Patent of the United States filed on herewith 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 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.

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.

{WP429493;1}

Attorney Docket Number 7785-229 (2006-1993)

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

Name of First Inventor: Xiaollan Bi

Signature of First Inventor: *Xiaollan Bi*

Date: 9/14/07

Witnesses for First Inventor

First Witness: *Jerry M Pascasio Jr* 9/14/07
Signature / Date

JERRY M PASCASIO JR
Full Name (printed)

Second Witness: *Patricia R Matteson* 9/14/07
Signature / Date

Patricia R. Matteson
Full Name (printed)

Attorney Docket Number 7785-229 (2006-1993)

Name of Second Inventor: Jason Unrein

Signature of Second Inventor: *Jason Unrein*

Date: 9-14-07

Witnesses for Second Inventor

First Witness: *Emily Chin* 9/14/07

Signature / Date

Emily Chin

Full Name (printed)

Second Witness: *Albert Gonzalez* 9/14/07

Signature / Date

Jorge Albert Gonzalez

Full Name (printed)