

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Steven Neil Tischer		12/20/2007
RECEIVING PARTY DATA		
Name:	AT&T Delaware Intellectual Property, Inc.	
Street Address:	824 Market Street	
Internal Address:	Suite 425	
City:	Wilmington	
State/Country:	DELAWARE	
Postal Code:	19801	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	11964101	
CORRESPONDENCE DATA		
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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Address Line 4:	Atlanta, GEORGIA 30309	
ATTORNEY DOCKET NUMBER:	60027.5121US01	
NAME OF SUBMITTER:	Leonard J. Hope	
Total Attachments: 2 source=070071_Assignment#page1.tif source=070071_Assignment#page2.tif		

OP \$40.00 11964101

PATENT

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REEL: 020287 FRAME: 0396

ASSIGNMENT

WHEREAS, I, Steven Neil Tischer, residing at 831 Amsterdam Avenue, Atlanta, Georgia 30306, USA, am the sole inventor of an invention entitled "**METHODS, SYSTEMS, AND COMPUTER READABLE MEDIA FOR SELF-TARGETED CONTENT DELIVERY**" as described and claimed in the specification forming part of an application for United States letters patent executed herewith.

AND WHEREAS, AT&T Delaware Intellectual Property, Inc., 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 425, 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, I 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 I 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, I do hereby agree that me and my 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 me 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.

AND, furthermore I covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by me and that full right to convey the same as herein expressed is possessed by me.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 20th day of December, 2007.

Steven Neil Tischer

STATE OF GA)
COUNTY OF DeKalb) ss.

On this 20th day of December, 2007, before me personally appeared Steven Neil Tischer, to me known and known to me to be the person described in and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

[SEAL]

James R. Dorsey
Notary Public