

**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>ANKUR MUKERJI</td> <td>01/31/2008</td> </tr> <tr> <td>CHARLES SCOTT</td> <td>01/25/2008</td> </tr> <tr> <td>SCOTT WHITE</td> <td>01/31/2008</td> </tr> </tbody> </table>		Name	Execution Date	ANKUR MUKERJI	01/31/2008	CHARLES SCOTT	01/25/2008	SCOTT WHITE	01/31/2008
Name	Execution Date								
ANKUR MUKERJI	01/31/2008								
CHARLES SCOTT	01/25/2008								
SCOTT WHITE	01/31/2008								
<b>RECEIVING PARTY DATA</b>									
<b>Name:</b>	AT&T Knowledge Ventures, L.P.								
<b>Street Address:</b>	645 E. Plumb Lane								
<b>City:</b>	Reno								
<b>State/Country:</b>	NEVADA								
<b>Postal Code:</b>	89502								
<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>12025913</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12025913				
Property Type	Number								
Application Number:	12025913								
<b>CORRESPONDENCE DATA</b>									
<b>Fax Number:</b>	(954)463-2224								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
<b>Phone:</b>	8473873074								
<b>Email:</b>	Patricia.Buckley@akerman.com								
<b>Correspondent Name:</b>	Ed Guntin								
<b>Address Line 1:</b>	350 East Las Olas Boulevard								
<b>Address Line 2:</b>	Las Olas Centre II, Suite 1600								
<b>Address Line 4:</b>	Fort Lauderdale, FLORIDA 33301-2229								
<b>ATTORNEY DOCKET NUMBER:</b>	7785-292_2007-1108								
<b>NAME OF SUBMITTER:</b>	EDUARDO GUNTIN								

Total Attachments: 4  
 source=7785-292\_2007-1108\_ASSIGNMENT#page1.tif

**500456275**

**PATENT**  
**REEL: 020464 FRAME: 0827**

**CH \$40.00 12025913**

source=7785-292\_2007-1108\_ASSIGNMENT#page2.tif

source=7785-292\_2007-1108\_ASSIGNMENT#page3.tif

source=7785-292\_2007-1108\_ASSIGNMENT#page4.tif

## **ASSIGNMENT**

WHEREAS, Ankur Mukerji, a citizen of India, residing at Austin, TX, Charles Scott, a citizen of the United States of America, residing at Austin, TX, and Scott White, a citizen of the United States of America, residing at Austin, TX, hereinafter called the "Assignors", have made the invention described in the United States Patent Application entitled "SYSTEM FOR PRESENTING MARKETING CONTENT IN A PERSONAL TELEVISION CHANNEL" Attorney Docket No. 7785-292 (AT&T 2007-1108), 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.

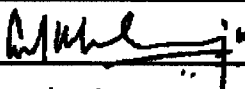
NOW, THEREFORE in consideration of the sum of One Dollar (\$1.00) and other valuable and legally sufficient consideration, the receipt of which by the Assignors from the Assignee is hereby acknowledged, the Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer 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.

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

Name of First Inventor: Ankur Mukerji

Signature of First Inventor: 

Date: 01/31/2008

Witnesses for First Inventor

First Witness:

 2/1/2008  
Signature / Date

Donna M. Mason  
Full Name (printed)

Second Witness:

 2-1-08  
Signature / Date

Dortha Everitt  
Full Name (printed)


Name of Second Inventor: Charles Scott

Signature of Second Inventor: 

Date: 1/25/08


Witnesses for Second Inventor

First Witness:

 1-25-08  
Signature / Date

CHRISTIAN BARNARD  
Full Name (printed)

Second Witness:

 1/25/08  
Signature / Date


Diana Vara  
Full Name (printed)

Name of Third Inventor: Scott White

Signature of Third Inventor: 

Date: 1/31/08

Witnesses for Third Inventor

First Witness:  1/31/08  
Signature / Date

JSA CARLEN  
Full Name (printed)

Second Witness:  1/31/08  
Signature / Date

W.S. McAfee  
Full Name (printed)