

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
David P Green	10/16/2007
Joy A Arai	10/16/2007
Scott M Benoit	02/18/2008
Robert A Bergman	10/16/2007
Tommi Iten	10/16/2007
Chris Roy	10/16/2007
Tyson L Wintibaugh	02/13/2008

RECEIVING PARTY DATA

Name:	The DIRECTV Group, Inc.
Street Address:	2230 E. Imperial Highway
Internal Address:	CA / LA1 / A109
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90245

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	11832073

CORRESPONDENCE DATA

Fax Number: (310)964-0941

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 310-964-0735

Email: karen.lum@directv.com

Correspondent Name: The DIRECTV Group, Inc.

Address Line 1: 2230 E. Imperial Highway

Address Line 2: CA / LA1 / A109

Address Line 4: El Segundo, CALIFORNIA 90245

PATENT

500497174

REEL: 020705 FRAME: 0653

CH \$40.00 11832073

ATTORNEY DOCKET NUMBER:

PD-207027

NAME OF SUBMITTER:

Karen L. Lum

Total Attachments: 10

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PD-207027

Page 1 of 5

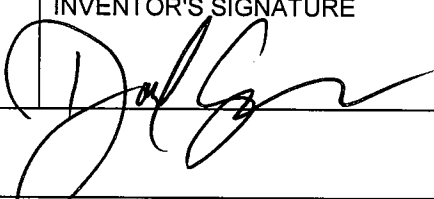
ASSIGNMENT


WHEREAS, DAVID P. GREEN, JOY A. ARAI, SCOTT M. BENOIT, ERIC J. BENNETT, ROBERT A. BERGMAN, TOMMI ITEN, CHRIS ROY and TYSON L. WINTIBAUGH, as below named joint inventors of the city and state as stated below next to our names, have invented a(an) **ADVERTISEMENTS FOR USE IN A PROGRAM GUIDE** for which application for Letters Patent of the United States was filed on August 1, 2007 as Serial No. 11/832,073.

WHEREAS, The DIRECTV Group, Inc. (hereinafter referred to as the "Company"), a Delaware Corporation, having its principal place of business in El Segundo, California, is desirous of acquiring the entire and exclusive right, title and interest in, to and under said invention, said application and any and all Letters Patent that may be granted therefore in the United States and throughout the world;

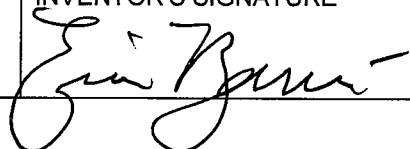
NOW, THEREFORE, in consideration of the obligations voluntarily assumed by us and set forth in invention agreements between us and our employer, effective the date as stated below next to our names, and other good and valuable consideration, receipt of which is hereby acknowledged, we do hereby sell, assign and transfer to the Company, its successors, assigns or other legal representatives, the entire and exclusive right, title and interest in and to said invention invented by us, to said application and any and all applications which are continuations, continuations-in- part, divisions or substitutes of said application and any and all Letters Patent that may be granted therefore in the United States and throughout the world on any of said applications and to any and all reexaminations, reissues, renewals or extensions of said Letters Patent in the United States and throughout the world for the full term or terms for which said Letters patent may be granted in the United States and throughout the world; authorize and request The Commissioner of Patents and Trademarks of the United States and all foreign countries to issue all such Letters Patent to said Company, its successors, assigns or other legal representatives; covenant that no assignment, sale, agreement, transfer or encumbrance has been, or will be, made or entered into which would conflict with this assignment, sale and transfer; and agree to communicate to the Company, its successors, assigns or other legal representatives, upon request and at no cost or expense to us, any facts known by us respecting said invention, do all lawful acts, including the execution and delivery of all papers and proper oaths and giving of testimony that is deemed necessary or desirable by the Company, its successors, assigns or other legal representatives with regard to said invention for protecting, obtaining, maintaining and enforcing any and all of said Letters Patent in the United States and throughout the world for said invention and for perfecting, affirming, recording and maintaining the title of the Company, its successors, assigns or other legal representatives, and generally cooperate to the fullest extent in all matters pertaining to said invention, and any and all of said Letters Patent and the title thereto in the Company, its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, we have executed this instrument.

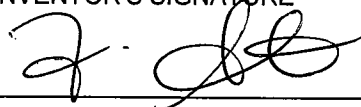
FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
DAVID P. GREEN		10/16/07
RESIDENCE (CITY AND STATE)		
Castaic, California		

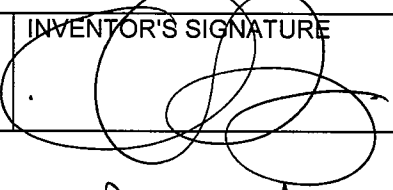
FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
JOY A. ARAI		10/16/07
RESIDENCE (CITY AND STATE)		
Palos Verdes Peninsula, California		

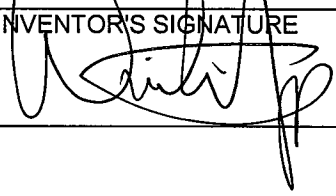
FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
SCOTT M. BENOIT		
RESIDENCE (CITY AND STATE)		
Los Angeles, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
ERIC J. BENNETT		10/16/07
RESIDENCE (CITY AND STATE)		
Los Angeles, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
ROBERT A. BERGMAN		
RESIDENCE (CITY AND STATE)		
Redondo Beach, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
TOMMI ITEN		10/16/07
RESIDENCE (CITY AND STATE)		
Redondo Beach, California		

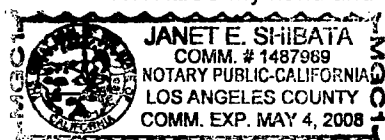
FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
CHRIS ROY		10/16/07
RESIDENCE (CITY AND STATE)		
Los Angeles, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
TYSON L. WINTIBAUGH		2/13/08
RESIDENCE (CITY AND STATE)		
Marina del Rey, California		

STATE OF CALIFORNIA)
) SS:
COUNTY OF LOS ANGELES)

On October 16, 2007, before me, Janet E. Shibata, a Notary Public in and for said State, personally appeared DAVID P. GREEN, ☐ personally known to me or ☒ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

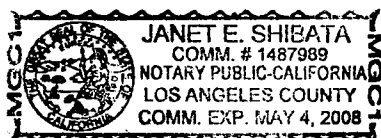


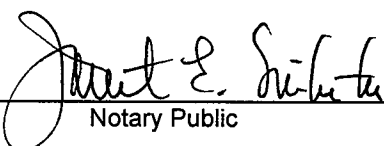
STATE OF CALIFORNIA)
) SS:
COUNTY OF LOS ANGELES)


Notary Public

On October 16, 2007, before me, Janet E. Shibata, a Notary Public in and for said State, personally appeared JOY A. ARAI, ☐ personally known to me or ☒ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.




Notary Public

STATE OF CALIFORNIA)
) SS:
COUNTY OF LOS ANGELES)

On _____, before me, _____, a Notary Public in and for said State, personally appeared SCOTT M. BENOIT, ☐ personally known to me or ☐ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

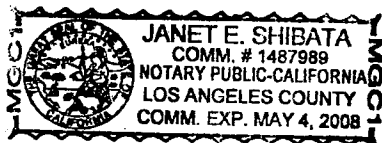
WITNESS my hand and official seal.

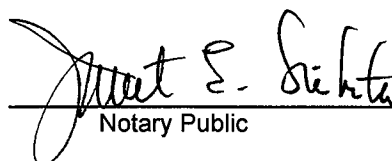
Notary Public

STATE OF CALIFORNIA)
) SS:
COUNTY OF LOS ANGELES)

On October 16, 2007, before me, Janet E. Shibata, a Notary Public in and for said State, personally appeared ERIC J. BENNETT, ☐ personally known to me or ☒ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.





Notary Public

STATE OF CALIFORNIA)
) SS:
COUNTY OF LOS ANGELES)

On _____, before me, Janet E. Shibata, a Notary Public in and for said State, personally appeared ROBERT A. BERGMAN, ☐ personally known to me or ☐ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

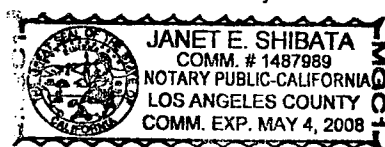
WITNESS my hand and official seal.

Notary Public

STATE OF CALIFORNIA)
) SS:
COUNTY OF LOS ANGELES)

On October 16, 2007, before me, Janet E. Shibata, a Notary Public in and for said State, personally appeared TOMMI ITEN, ☐ personally known to me or ☒ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

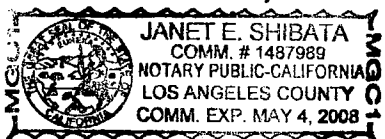


STATE OF CALIFORNIA)
) SS:
COUNTY OF LOS ANGELES)

Janet E. Shibata
Notary Public

On October 16, 2007, before me, Janet E. Shibata, a Notary Public in and for said State, personally appeared CHRIS ROY, ☐ personally known to me or ☒ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.



STATE OF CALIFORNIA)
) SS:
COUNTY OF LOS ANGELES)

Janet E. Shibata
Notary Public

On _____, before me, Janet E. Shibata, a Notary Public in and for said State, personally appeared TYSON L. WINTIBAUGH, ☐ personally known to me or ☒ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Notary Public

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of LOS ANGELESOn February 13, 2008 before me, JANET E. SHIBATA

Date

Here Insert Name and Title of the Officer

personally appeared TYSON L. WINTIBAUGH

Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

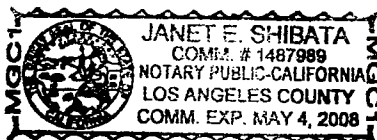
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature

Signature of Notary Public

Place Notary Seal Above

**OPTIONAL**

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached DocumentTitle or Type of Document: PATENT ASSIGNMENTDocument Date: 10/16/2007 and 02/13/2008 Number of Pages: 5Signer(s) Other Than Named Above: DAVID P. GREEN, JOY A. ARAI, SCOTT M. BENOIT, ERIC J. BENNETT, ROBERT A. BERGMAN, TOMMI ITEN, CHRIS ROY**Capacity(ies) Claimed by Signer(s)**Signer's Name: TYSON L. WINTIBAUGH☒ Individual☐ Corporate Officer — Title(s): _____☐ Partner — ☐ Limited ☐ General☐ Attorney in Fact☐ Trustee☐ Guardian or Conservator☐ Other: _____

Signer Is Representing: _____

**RIGHT THUMBPRINT
OF SIGNER**
Top of thumb here

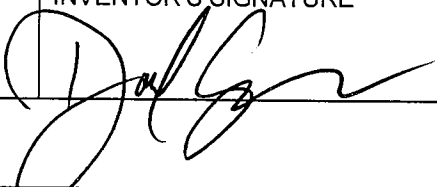
Signer's Name: _____


☐ Individual☐ Corporate Officer — Title(s): _____☐ Partner — ☐ Limited ☐ General☐ Attorney in Fact☐ Trustee☐ Guardian or Conservator☐ Other: _____

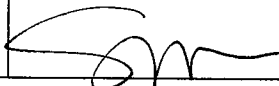
Signer Is Representing: _____

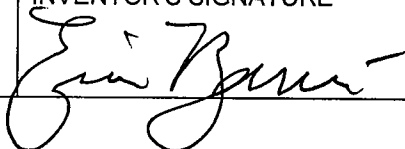
**RIGHT THUMBPRINT
OF SIGNER**
Top of thumb here

IN WITNESS WHEREOF, we have executed this instrument.

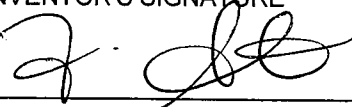
FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
DAVID P. GREEN		10/16/07
RESIDENCE (CITY AND STATE)		
Castaic, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
JOY A. ARAI		10/16/07
RESIDENCE (CITY AND STATE)		
Palos Verdes Peninsula, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
SCOTT M. BENOIT		02/18/08
RESIDENCE (CITY AND STATE)		
Los Angeles, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
ERIC J. BENNETT		10/16/07
RESIDENCE (CITY AND STATE)		
Los Angeles, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
ROBERT A. BERGMAN		
RESIDENCE (CITY AND STATE)		
Redondo Beach, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
TOMMI ITEN		10/16/07
RESIDENCE (CITY AND STATE)		
Redondo Beach, California		

STATEMENT BY WITNESS

I, Monica Heim, whose full post office address is
(name of witness)
5136 1/2 Clinton St. LA, CA 90004
(address of witness)

was personally present and did see SCOTT M. BENOIT, who is known to me, execute the above assignment.

Date: 2.19.2008

M. Heim
(signature of witness)

STATEMENT BY WITNESS

I, _____, whose full post office address is
(name of witness)

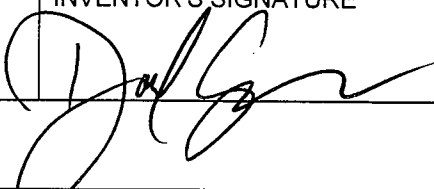
(address of witness)


was personally present and did see ROBERT A. BERGMAN, who is known to me, execute the above assignment.

Date: _____

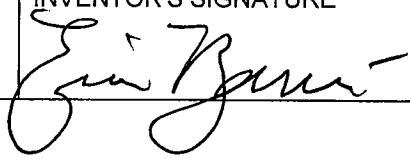
(signature of witness)

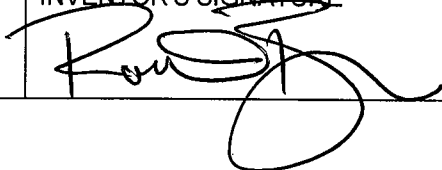
IN WITNESS WHEREOF, we have executed this instrument.

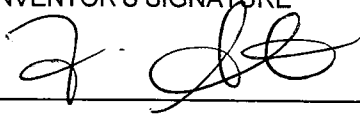
FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
DAVID P. GREEN		10/16/07
RESIDENCE (CITY AND STATE)		
Castaic, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
JOY A. ARAI		10/16/07
RESIDENCE (CITY AND STATE)		
Palos Verdes Peninsula, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
SCOTT M. BENOIT		
RESIDENCE (CITY AND STATE)		
Los Angeles, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
ERIC J. BENNETT		10/16/07
RESIDENCE (CITY AND STATE)		
Los Angeles, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
ROBERT A. BERGMAN		10/16/07
RESIDENCE (CITY AND STATE)		
Redondo Beach, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
TOMMI ITEN		10/16/07
RESIDENCE (CITY AND STATE)		
Redondo Beach, California		

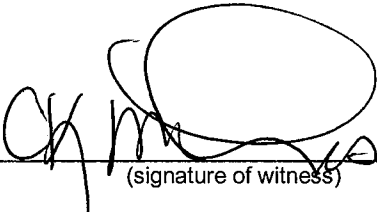
STATEMENT BY WITNESS

I, Kristen Michaels, whose full post office address is
(name of witness)

10477 Pacific View Road, Malibu CA 90265
(address of witness)

was personally present and did see SCOTT M. BENOIT, who is known to me, execute the above assignment.

Date: 10/16/2007


(signature of witness)

STATEMENT BY WITNESS

I, _____, whose full post office address is
(name of witness)

(address of witness)

was personally present and did see ROBERT A. BERGMAN, who is known to me, execute the above assignment.

Date: _____

(signature of witness)