

MAY 21 2008

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05-23-2008

U.S. DEPARTMENT OF COMMERCE  
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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

50-21-08

1. Name of conveying party(ies)

James L. Cansler  
Charles Scott  
Scott White

2. Name and address of receiving party(ies)

Name: ATT Knowledge Ventures, L.P.

Internal Address:

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) April 15 and May 11, 2008

- Assignment  Merger
- Security Agreement  Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other

Street Address: 645 E. Plumb Lane

City: Reno

State: Nevada

Country: USA

Zip: 89502

Additional name(s) & address(es) attached?  Yes  No

4. Application or patent number(s):

A. Patent Application No.(s)  
12/040,261

This document is being filed together with a new application.  
B. Patent No.(s)

Additional numbers attached?  Yes  No

5. Name and address to whom correspondence concerning document should be mailed:

Name: G. Michael Roebuck

Internal Address:

Street Address: 6750 W. Loop South

Suite 920

City: Bellaire

State: TX

Zip: 77401

Phone Number: 713-400-1100

Fax Number: 713-400-1106

Email Address: mroebuck@roebuckiplaw.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers 9171  
Expiration Date 3/14

b. Deposit Account Number

Authorized User Name

9. Signature:

*G. Michael Roebuck*  
Signature

5/21/2008  
Date

G. Michael Roebuck  
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 6

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

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Attorney Docket No. 2007-1439 (ATT 2058)

**ASSIGNMENT**

WHEREAS, James L. Cansler, a citizen of USA, residing at 1313 Quail Breek Trl., Cedar Park, TX 78613; Charles Scott, a citizen of USA, residing at 204 Laurelwood, Austin, TX 78746; and Scott White, a citizen of USA, residing at 6806 Smokey Hill Rd., Austin, TX 78736; and hereinafter called the "Assignors", have made the invention described in the United States patent application entitled "A SYSTEM AND METHOD FOR PRESENTING ADVERTISING DATA DURING TRICK PLAY COMMAND EXECUTION", Attorney Docket No. 2007-1439 (ATT 2058), for a full description of which reference is here made to an application for Letters Patent of the United States filed on February 29, 2008 and assigned Application Serial No. 12/040,261; and

WHEREAS, ATT 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 therefore 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


Attorney Docket No. 2007-1439 (ATT 2058)

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: James L. Casler

Signature of First Inventor: 

Date: 4/15/08

Witnesses for First Inventor

First Witness:  4/15/08  
Signature / Date

Charles A. Mulesky  
Full Name (printed)

Second Witness:  4/15/08  
Signature / Date

DANIEL GORMAN  
Full Name (printed)

Attorney Docket No. 2007-1439 (ATT 2058)

Name of Second Inventor: Charles Scott

Signature of Second Inventor: 

Date: 4/15/08

Witnesses for Second Inventor

First Witness:  4/15/08  
Signature / Date

Charles J. Maloney  
Full Name (printed)

Second Witness:  4/15/08  
Signature / Date

DANIEL GORMAN  
Full Name (printed)

Name of Third Inventor: Scott White

Signature of Third Inventor: \_\_\_\_\_

Date: \_\_\_\_\_

Witnesses for Third Inventor

First Witness: \_\_\_\_\_  
Signature / Date


\_\_\_\_\_  
Full Name (printed)

Second Witness: \_\_\_\_\_  
Signature / Date

\_\_\_\_\_  
Full Name (printed)

Attorney Docket No. 2007-1439 (ATT 2058)

Name of Second Inventor: Charles Scott


Signature of Second Inventor: 

Date: 4/15/08

Witnesses for Second Inventor

First Witness:  4/15/08  
Signature / Date

Charles L. Daley  
Full Name (printed)

Second Witness:  4/15/08  
Signature / Date

DANIEL GORMAN  
Full Name (printed)

Name of Third Inventor: Scott White

Signature of Third Inventor: \_\_\_\_\_

Date: \_\_\_\_\_

Witnesses for Third Inventor

First Witness: \_\_\_\_\_  
Signature / Date

\_\_\_\_\_  
Full Name (printed)

Second Witness: \_\_\_\_\_  
Signature / Date

\_\_\_\_\_  
Full Name (printed)

Attorney Docket No. 2007-1439 (ATT 2058)

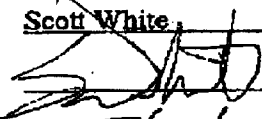
Name of Second Inventor: Charles Scott  
Signature of Second Inventor: \_\_\_\_\_  
Date: \_\_\_\_\_

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Witnesses for Second Inventor


First Witness: \_\_\_\_\_  
Signature / Date  
\_\_\_\_\_  
Full Name (printed)

Second Witness: \_\_\_\_\_  
Signature / Date  
\_\_\_\_\_  
Full Name (printed)

Name of Third Inventor: Scott White  
Signature of Third Inventor:   
Date: 5/11/08

Witnesses for Third Inventor

First Witness:   
Signature / Date  
STEVEN DUTTON 5/11/08  
Full Name (printed)

Second Witness:   
Signature / Date 5-11-08  
Karen Hye  
Full Name (printed)