

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Yehuda Koren</td><td>04/11/2008</td></tr><tr><td>Robert Bell</td><td>04/11/2008</td></tr></tbody></table>	Name	Execution Date	Yehuda Koren	04/11/2008	Robert Bell	04/11/2008	
Name	Execution Date						
Yehuda Koren	04/11/2008						
Robert Bell	04/11/2008						
RECEIVING PARTY DATA							
Name:	AT&T Labs, Inc.						
Street Address:	9505 Arboretum Blvd.						
City:	Austin						
State/Country:	TEXAS						
Postal Code:	78759						
PROPERTY NUMBERS Total: 1							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12107449</td></tr></tbody></table>	Property Type	Number	Application Number:	12107449			
Property Type	Number						
Application Number:	12107449						
CORRESPONDENCE DATA							
Fax Number:	(919)806-1690						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	908-532-1918						
Email:	mtort@usiplawgroup.com						
Correspondent Name:	AT&T Services Inc.						
Address Line 1:	One AT&T Way						
Address Line 2:	Room 2A207						
Address Line 4:	Bedminster, NEW JERSEY 07921						
ATTORNEY DOCKET NUMBER:	300.0019						
NAME OF SUBMITTER:	Peter H. Priest, Reg. 30210						
Total Attachments: 3 source=DOC072#page1.tif source=DOC072#page2.tif							

CH 12107449 \$40.00

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PATENT
REEL: 021038 FRAME: 0015

ASSIGNMENT AND AGREEMENT

For value received, we, Yehuda Koren, Elizabeth, NJ, and Robert Bell, Murray Hill, NJ, hereby sell, assign and transfer to AT&T Labs, Inc., a corporation of the State of Delaware, having an office at 9505 Arboretum Blvd., Austin, TX, and its successors, assigns and legal representatives, the entire right, title and interest, for the United States of America, in and to certain inventions related to **Methods and Apparatus for Improved Neighborhood Based Analysis in Ratings Estimation** which was filed on April 22, 2008 and assigned U.S. Serial No. 12/107,449, and all the rights and privileges in said application and under any and all Letters Patent that may be granted in the United States for said inventions; and we also concurrently hereby sell, assign and transfer to AT&T Labs, Inc., the entire right, title and interest in and to said inventions for all countries foreign to the United States, including all rights of priority arising from the application aforesaid, and all the rights and privileges under any and all forms of protection, including Letters Patent, that may be granted in said countries foreign to the United States for said inventions.

We authorize AT&T Labs, Inc. to make application for such protection in its own name and maintain such protection in any and all countries foreign to the United States, and to invoke and claim for any application for patent or other form of protection for said inventions, without further authorization from us, any and all benefits, including the right of priority provided by any and all treaties, conventions, or agreements.

We hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country in proof of the right of AT&T Labs, Inc. to apply for patent or other form of protection for said inventions and to claim the aforesaid benefit of the right of priority.

We request that any and all patents for said inventions be issued to AT&T Labs, Inc. in the United States and in all countries foreign to the United States, or to such nominees as AT&T Labs, Inc. may designate.

We agree that, when requested, we shall, without charge to AT&T Labs, Inc. but at its expense, sign all papers, and do all acts which may be necessary, desirable or convenient in connection with said applications, patents, or other forms of protection.

Yehuda Koren
Yehuda Koren

Date: 4-11-2008

United States of America)
State of New Jersey) ss.:
County of Monroe)

On this 11 day of April, 2008, before me personally came Yehuda Koren, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Robin J. Badders
Notary Public

ROBIN J. BADDERS
NOTARY PUBLIC OF NEW JERSEY
Commission Expires 11/30/2008

My Commission Expires: 11/30/2008

Robert Bell
Robert Bell

Date: 4-11-2008

United States of America)
State of New Jersey) ss.:
County of Morris)

On this 11 day of April, 2008, before me personally came Robert Bell, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Robin J. Badders
Notary Public

ROBIN J. BADDERS
NOTARY PUBLIC OF NEW JERSEY
Commission Expires 11/30/2008