

**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>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						
<b>RECEIVING PARTY DATA</b>							
<b>Name:</b>	AT&T Labs, Inc.						
<b>Street Address:</b>	9505 Arboretum Blvd.						
<b>City:</b>	Austin						
<b>State/Country:</b>	TEXAS						
<b>Postal Code:</b>	78759						
<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>12107449</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12107449		
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Application Number:	12107449						
<b>CORRESPONDENCE DATA</b>							
<b>Fax Number:</b>	(919)806-1690						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
<b>Phone:</b>	908-532-1918						
<b>Email:</b>	mtort@usiplawgroup.com						
<b>Correspondent Name:</b>	AT&T Services Inc.						
<b>Address Line 1:</b>	One AT&T Way						
<b>Address Line 2:</b>	Room 2A207						
<b>Address Line 4:</b>	Bedminster, NEW JERSEY 07921						
<b>ATTORNEY DOCKET NUMBER:</b>	300.0019						
<b>NAME OF SUBMITTER:</b>	Peter H. Priest, Reg. 30210						

**CH \$40.00 12107449**

Total Attachments: 3  
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## 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 Morris )

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