

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ke Yu	08/22/2008
William Brown	08/22/2008
RECEIVING PARTY DATA	
Name:	AT&T Intellectual Property I, L.P.
Street Address:	645 East Plumb Lane
City:	Reno
State/Country:	NEVADA
Postal Code:	89502
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12198417
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ATTORNEY DOCKET NUMBER:	BLL-0590 (070140)
NAME OF SUBMITTER:	Duane P. Minley

Total Attachments: 3
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PATENT
REEL: 021443 FRAME: 0087

CH \$40.00 12198417

WHEREAS, **Ke Yu**, a citizen of China; residing at **12752 Waterside Drive, Alpharetta, Georgia 30004** ; **William Brown**, a citizen of the United States of America; residing at **209 Town Ridge Drive, Woodstock, Georgia 30188** ; hereinafter called the "Assignors," have made the invention described in United States patent application entitled "**METHODS, COMPUTER PROGRAM PRODUCTS, AND APPARATUS FOR RECEIVING TARGETED CONTENT BASED ON LOCALLY STORED USER DATA**", Attorney Docket No. **BLL-0590 (070140)**, for a full description of which reference is here made to an application for Letters Patent of the United States filed herewith; and

WHEREAS, **AT&T INTELLECTUAL PROPERTY I, 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 does 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.

08/22/2008
Date


Ke Yu

STATE OF GA

COUNTY OF Cobb

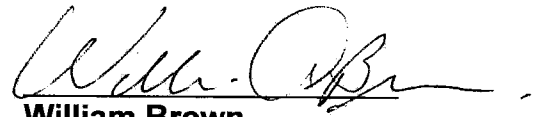
Before me, a Notary Public in and for the State of GA, on this 22nd day of August, 2008, personally appeared **Ke Yu**, who being duly sworn, signed and acknowledged the foregoing Assignment as his/her free act and deed.


NOTARY PUBLIC

My Commission Expires: July 15, 2009

Notary Public, Cobb County, GA
My Commission Expires July 15, 2009

8-22-08
Date


William Brown

STATE OF GA

COUNTY OF Cobb

Before me, a Notary Public in and for the State of GA, on this 22nd day of August, 2008, personally appeared **William Brown**, who being duly sworn, signed and acknowledged the foregoing Assignment as his/her free act and deed.


NOTARY PUBLIC

My Commission Expires: July 15, 2009

Notary Public, Cobb County, GA
My Commission Expires July 15, 2009