

Form PTO-1595 (Rev. 07/05)
OMB No. 0651-0027 (exp. 6/30/2008)

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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.

1. Name of conveying party(ies)

James Huffman
Larry Kennedy
Frank Coppa

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) September 23rd and 24th, 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):

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

12/182,637

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 West Loop South, Suite 920

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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 03/2014

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

G. Michael Roebuck
Signature

10/8/08
Date

G. Michael Roebuck
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 5

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Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

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PATENT
REEL: 021652 FRAME: 0791

OP \$40.00 12182637

Attorney Docket No. 2007-1133 (ATT 2060)

ASSIGNMENT

WHEREAS, James Huffman, a citizen of USA, residing at 9438 North Ditzler Ave., Kansas, MO 64157; Larry Kennedy, a citizen of USA, residing at 24925 Stillwell Road, Cowence, KS 66044; and Frank Coppa, a citizen of USA, residing at 4103 NE Davidson Road, North Kansas, MO 64116; and hereinafter called the "Assignors", have made the invention described in the United States patent application entitled "A SYSTEM AND METHOD FOR INTERNET PROTOCOL TELEVISION PRODUCT PLACEMENT DATA", Attorney Docket No. 2007-1133 (ATT 2060), for a full description of which reference is here made to an application for Letters Patent of the United States filed on July 30, 2008 and assigned Application Serial No. 12/182,637; 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. 2007-1133 (ATT 2060)

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.

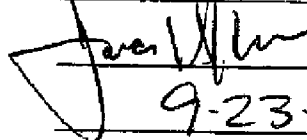
AND said Assignors authorize and request the Commissioner of Patents to issue Letters Patent on said application, and on any all divisions and continuations thereof, to said Assignee, its assigns and legal representatives, in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, this Assignment is executed by said Assignors, on the date(s) listed below.

Name of First Inventor:

James Huffman

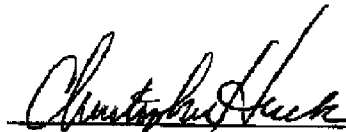
Signature of First Inventor:




Date:

9-23-08Witnesses for First Inventor

First Witness:

 9/23/08
Signature / DateChristopher Heck
Full Name (printed)

Second Witness:

 9/23/08
Signature / DateMike Forsyth
Full Name (printed)

PATENT

REEL: 021652 FRAME: 0793

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Attorney Docket No. 2007-1133 (ATT 2060)

Name of Second Inventor:

Larry Kennedy

Signature of Second Inventor:



Date:

9-24-08Witnesses for Second Inventor

First Witness:

DAI / 9.24.08
Signature / DateDavid A Irvin Jr.

Full Name (printed)

Second Witness:

Brian B. Wilson / 9/24/08
Signature / DateBrian B Wilson

Full Name (printed)

Name of Third Inventor:

Frank Coppa

Signature of Third Inventor:



Date:

9/24/08Witnesses for Third Inventor

First Witness:

DAI / 9.24.08
Signature / DateDavid A. Irvin Jr.

Full Name (printed)

Second Witness:

Brian B. Wilson / 9/24/08
Signature / DateBrian B Wilson

Full Name (printed)