

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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<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>Deirdre Paul</td> <td>11/13/2008</td> </tr> <tr> <td>Christopher Volinsky</td> <td>11/13/2008</td> </tr> </tbody> </table>		Name	Execution Date	Deirdre Paul	11/13/2008	Christopher Volinsky	11/13/2008
Name	Execution Date						
Deirdre Paul	11/13/2008						
Christopher Volinsky	11/13/2008						
<b>RECEIVING PARTY DATA</b>							
<b>Name:</b>	AT&T Intellectual Property I, L.P.						
<b>Street Address:</b>	645 E. Plumb Lane						
<b>City:</b>	Reno						
<b>State/Country:</b>	NEVADA						
<b>Postal Code:</b>	89502						
<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>12195246</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12195246		
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Application Number:	12195246						
<b>CORRESPONDENCE DATA</b>							
<b>Fax Number:</b>	(732)530-9808						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
<b>Phone:</b>	732-530-9404						
<b>Email:</b>	tcarter@pattersonsheridan.com						
<b>Correspondent Name:</b>	John Etchells						
<b>Address Line 1:</b>	One AT&T Way						
<b>Address Line 2:</b>	Room 2A-207						
<b>Address Line 4:</b>	Bedminster, NEW JERSEY 07921						
<b>ATTORNEY DOCKET NUMBER:</b>	ATT/2007-0941						
<b>NAME OF SUBMITTER:</b>	Kin-Wah Tong						

OP \$40.00 12195246

Total Attachments: 3  
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## ASSIGNMENT AND AGREEMENT

For value received, we, Deirdre Paul of Madison in the County of Morris and State of New Jersey and Christopher Volinsky of Morristown in the County of Morris and State of New Jersey hereby sell, assign and transfer to 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, U.S.A., 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 **METHOD AND APPARATUS TO IDENTIFY INFLUENCERS**, filed on August 20, 2008, and assigned U.S. Serial No. 12/195,246, 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 Intellectual Property I, L.P. 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 Intellectual Property I, L.P. 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 me, 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 Intellectual Property I, L.P. 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 Intellectual Property I, L.P. in the United States and in all countries foreign to the United States, or to such nominees as AT&T Intellectual Property I, L.P. may designate.

We agree that, when requested, we shall, without charge to AT&T Intellectual Property I, L.P. 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.

Date: 11/13/2008

Deirdre Paul  
DEIRDRE PAUL


County of Union )  
State of NJ )

On this 13th day of November, 2008, before me personally came DEIRDRE PAUL, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Ingrid Filannimo  
Notary Public

**INGRID FILANNIMO**  
**NOTARY PUBLIC OF NEW JERSEY**  
Commission Expires **4/18/2009**

Date: 11/13/08

  
CHRISTOPHER VOLINSKY

County of Union )  
State of NJ )

On this 13th day of November, 2008, before me personally came CHRISTOPHER VOLINSKY, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

  
Notary Public

**INGRID FLANNINO**  
**NOTARY PUBLIC OF NEW JERSEY**  
Commission Expires 6/16/2009