

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Leslie Eugene Chipman	02/18/2009
Evelyne Tzoukermann	02/17/2009
Anthony R. Davis	02/17/2009
David F. Houghton	02/13/2009
Ryan M Farrell	02/18/2009
Hongzhong Zhou	02/17/2009
Oliver Jojic	02/17/2009
Vladimir Kronrod	02/16/2009
Bageshree Shevade	02/17/2009

RECEIVING PARTY DATA

Name:	Comcast Interactive Media, LLC
Street Address:	1701 JFK Boulevard
Internal Address:	One Comcast Center
City:	Philadelphia
State/Country:	PENNSYLVANIA
Postal Code:	19103

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12343790

CORRESPONDENCE DATA

Fax Number: (202)824-3001

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2028243000

Email: thoward@bannerwitcoff.com

Correspondent Name: Steve S. Chang

Address Line 1: 1100 13th St. N.W.

PATENT

REEL: 022383 FRAME: 0513

500804624

CH \$40.00 12343790

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005-4051

ATTORNEY DOCKET NUMBER:

007412.00319

NAME OF SUBMITTER:

Steve Chang

Total Attachments: 6

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ASSIGNMENT

We, Leslie Eugene Chipman, Evelyne Tzoukermann, Anthony R. Davis, David F. Houghton, Ryan M. Farrell, Hongzhong Zhou, Oliver Jojic, Vladimir Kronrod, Bageshree Shevade, and Geetu Ambwani, who reside at 1 Whisperwood Court, Rockville, MD 20852, 1206 Highland Drive, Silver Spring, MD 20910, 722 Gist Avenue, Silver Spring, MD 20910, 1108 Western Avenue, Brattleboro, VT 05301, 4606 Kiernan Road, College Park, MD 20740, 8510 16th Street, Apt. 602, Silver Spring, MD 20910, 7030 Cindy Lane, Annandale, VA 22003, 5510 Besley Court, Rockville, MD 20851, 4901 Seminary Road, #1006, Alexandria, VA 22311, and 1301 20th Street NW, Apt. 110, Washington, DC 20036, respectively, have made certain inventions or discoveries (or both) set forth in an application for Letters Patent of the United States of America entitled

METHOD AND APPARATUS FOR ORGANIZING SEGMENTS OF MEDIA ASSETS AND DETERMINING RELEVANCE OF SEGMENTS TO A QUERY

which application was filed on December 24, 2008 under serial no. 12/343,790,

and

Comcast Interactive Media, LLC
One Comcast Center
1701 JFK Boulevard
Philadelphia, PA 19103

and which, together with its successors and assigns is hereinafter called "Assignee", is desirous of acquiring the title, rights, benefits and privileges hereinafter recited, and of confirming the same or any part heretofore acquired by Assignee.

Now, therefore, for valuable consideration furnished by Assignee to me/us, receipt and sufficiency of which I/we hereby acknowledge, I/we hereby, without reservation:

1. Assign and convey to and confirm in Assignee the entire right, title and interest in and to said inventions and discoveries, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent in said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation and convention applications based in whole or in part upon said inventions or discoveries or upon said applications, and any and all Letters Patent and reissues and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;
2. Authorize Assignee to file patent applications in any or all countries on any or all of said inventions and discoveries as Assignee may deem advisable, under the International Convention or otherwise;
3. Authorize and request the Commissioner of Patents of the United States of America and the empowered officials if all other governments to issue or transfer all said Letters Patent to Assignee, as assignee of the entire right, title and interest therein or otherwise as Assignee may direct;
4. Warrant that I/we have not knowingly conveyed to others any right in said inventions, discoveries, applications or patents or any license to use the same or to make, use

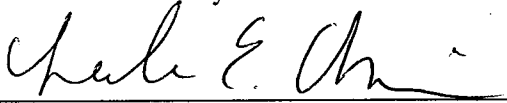
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or sell anything embodying or utilizing any of said inventions or discoveries; and that I/we have good right to assign the same to Assignee without encumbrance;

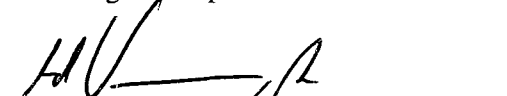
5. Bind my/our heirs and legal representatives, as well as myself/ourselves, to do, upon Assignee's request and at its expense, but without additional consideration to me/us or them, all acts reasonably serving to assure that the said inventions and discoveries, the said patent applications and the said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held have been held and enjoyed by me/us or my/our heirs or representatives if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to me/us relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in my/our control or in the control of my/our heirs or legal representatives and which may be useful for establishing the facts of my conceptions, disclosures, and reduction to practice of said inventions and discoveries.

The effective date of this instrument is the latest date accompanying signature(s), herein below.

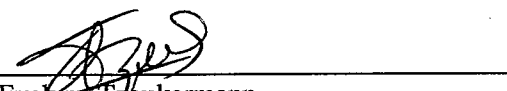
In testimony whereof I/we have affixed our signature(s).


Leslie Eugene Chipman


2-13-09
Date


Witness

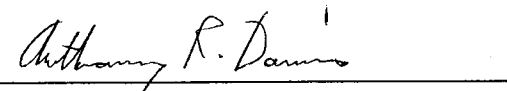
2-18-09
Date


Evelyn Tzoukermann

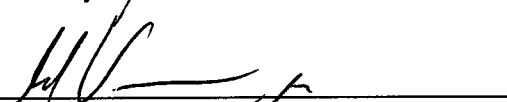
2/17/09
Date


Witness

2-17-09
Date


Anthony R. Davis

17 Feb '09
Date


Witness


2-17-09
Date

David F. Houghton

Date

Witness

Date


Ryan M. Farrell


18 Feb 2009
Date



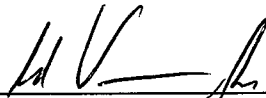
2-18-09
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Date


Hongzhong Zhou

2/17/2009
Date



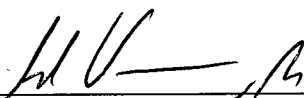
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Date


Oliver Jojic

2/17/09
Date



2-17-09
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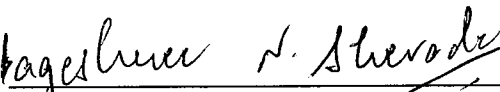
Date

Vladimir Kronrod

Date

Witness

Date


Bageshree Shevade

2/17/2009
Date



2-17-09
Date

Witness

Date

David F. Houghton
David F. Houghton

2/13/2009
Date

before me

Bernadette Lewett
Witness

2/13/09
Date

Ryan M. Farrell

Date

Witness

Date

*my commission
expires 2/10/11*

Hongzhong Zhou

Date

Witness

Date

Oliver Jojic

Date

Witness

Date

Vladimir Kronrod

Date

Witness

Date

Bageshree Shevade

Date

Witness

Date

David F. Houghton

Date

Witness

Date

Ryan M. Farrell

Date

Witness

Date

Hongzhong Zhou

Date

Witness

Date

Oliver Jojic

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Date

V. Kronrod
Vladimir Kronrod

2/6/2009
Date

[Signature]
Witness

2-6-09
Date

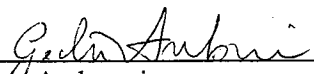
Bageshree Shevade

Date

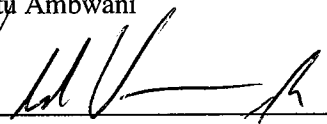
Witness

Date

My Comm. Exp. 11/11/2010


Geetu Ambwani

2/17/09
Date


Witness

2-17-09
Date

My Comm. Exps itc 2010