

## RECORDATION FORM COVER SHEET PATENTS ONLY

**CLIENT CODE:** TWAR.068A/TWC 07-36

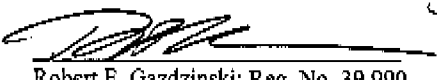
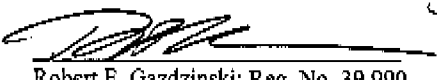
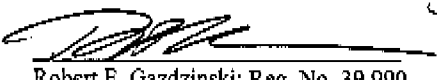
TO THE HONORABLE COMMISSIONER OF PATENTS AND TRADEMARKS: Please record the attached original documents or copy thereof.

<b>Submission Type</b> <input checked="" type="checkbox"/> New <input type="checkbox"/> Resubmission (Non-Recordation)-Document ID# _____ <input type="checkbox"/> Correction of PTO Error - Reel # _____ Frame # _____ <input type="checkbox"/> Corrective Document - Reel # _____ Frame # _____	<b>Conveyance Type</b> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other:  Execution Date: <u>March 27, 2009</u>
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<b>Conveying Party(ies)</b>  Michael L. Lajoie (Exc. Date: 3/27/09)  Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Receiving Party(ies)</b>  Name: Time Warner Cable Inc. Address: 290 Harbor Drive Stamford, CT 06902  Additional name(s) of receiving party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
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<b>Application Number(s) or Patent Number(s)</b>  <input type="checkbox"/> Application filed herewith <input checked="" type="checkbox"/> Patent Application No(s): <u>12/284,757</u> <input type="checkbox"/> Patent No(s):  Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
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<b>Correspondent Name and Address</b>  Name: Robert F. Gazdzinski, Esq. Internal Address: GAZDZINSKI & ASSOCIATES, P.C. Street Address: 11440 West Bernardo Court, Suite 375 City: San Diego State: CA ZIP: 92127 Telephone: (858) 675-1670	<b>Fee Amount (37 CFR 3.41):</b> \$40.00  <input checked="" type="checkbox"/> Please charge our Deposit Account No. 501423 for any required fees.
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<b>Number of Properties</b> Enter the total number of properties involved: (1)			
<b>Statement and signature</b>  To the best of my knowledge and belief, the foregoing information is true and correct, and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.   <table style="width: 100%;"> <tr> <td style="width: 30%;"> <u>Robert F. Gazdzinski</u>            Name of Person Signing         </td> <td style="width: 40%; text-align: center;">             Robert F. Gazdzinski; Reg. No. 39,990         </td> <td style="width: 30%; text-align: right;"> <u>April 8, 2009</u>            Date         </td> </tr> </table>	<u>Robert F. Gazdzinski</u> Name of Person Signing	 Robert F. Gazdzinski; Reg. No. 39,990	<u>April 8, 2009</u> Date
<u>Robert F. Gazdzinski</u> Name of Person Signing	 Robert F. Gazdzinski; Reg. No. 39,990	<u>April 8, 2009</u> Date	

<b>Pages</b> Enter the total number of pages of the conveyance document including any attachments: (2)
Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  Mail Stop Assignment Recordation Services Director of the USPTO P.O. Box 1450 Alexandria, VA 22313-1450

700404958

**PATENT**  
**REEL: 022493 FRAME: 0793**

CH \$40.00 601423 12284757

Application No.: 12/284,757  
Filing Date: September 24, 2008

PATENT  
Docket No. TWAR.068A/TWC 07-36  
Page 1

## ASSIGNMENT

WHEREAS, I, **MICHAEL L. LAJOIE**, hereinafter referred to as the assignor, a U.S. citizen, residing at 97 Ericson Drive, Stamford, CT 06903, United States, am the sole inventor of certain new and useful improvements in a **METHODS AND APPARATUS FOR USER-BASED TARGETED CONTENT DELIVERY**; for which an application for a United States Patent was filed on September 24, 2008 as Application Serial No. 12/284,757, which claims priority to Provisional Patent Application Serial No. 60/995,655 filed on September 26, 2007; and

WHEREAS, **TIME WARNER CABLE INC.**, hereinafter referred to as the assignee, of 290 Harbor Drive, Stamford, CT, 06902, United States, a corporation of the State of Delaware, is desirous of acquiring the entire right, title and interest in and to the said new and useful improvements and in and to the said application, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in any and all countries:

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) to me in hand paid by said assignee, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, the said assignor, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over to said assignee, the entire right, title and interest in and to said new and useful improvements and said application and any and all continuations, divisions and renewals of and substitutes for said application, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in the United States and any and all other countries, and any reissue or reissues or extension or extensions of said Letters Patent, and assign to and authorize said assignee, to file in my name applications for Letters Patent in all countries, the same to be held and enjoyed by said assignee, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by me had this assignment, sale and transfer not been made.

AND I hereby covenant that I have full right to convey the entire interest herein assigned, and that I have not executed and will not execute any agreement in conflict herewith, and I further covenant and agree that I will each time request is made and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said new and useful improvements, said application and said Letters Patent to said assignee, its successors, assigns, nominees, or legal representatives, and I agree to communicate to said assignee or to its nominee all known facts respecting said new and useful improvements, said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisional, continuing, reissue and foreign applications, to make all rightful oaths, and generally to do everything possible to aid said assignee, its successors, assigns, nominees and legal representatives to obtain and enforce for its or their own benefit proper patent protection for said new and useful improvements in any and all countries.

AND I hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue to said assignee, as assignee of the entire right, title and interest, any and all Letters Patent for said new and useful improvements, including any and all Letters Patent of the United States which may be issued and granted on or as a result of the application aforesaid, in accordance with the terms of this assignment.

Application No.: 12/284,757  
Filing Date: September 24, 2008

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Docket No. TWAR.068A/TWC 07-36  
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ASSIGNMENT

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 27 day of March 2009.

  
MICHAEL L. LAJOIE

STATE OF NEW YORK  
COUNTY OF New York ] ss.

On 3/27/09 before me, ROSIE CUBERO, (here insert name and title of the officer), personally appeared MICHAEL L. LAJOIE, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

(Seal)

Signature 

ROSIE CUBERO  
Notary Public, State of New York  
No. 31-5005506  
Qualified in New York County  
Commission Expires Dec. 7, 2010

**Gazdzinski & Associates**  
*Professional Corporation*  
Intellectual Property Law

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# Fax

To: U.S. Patent & Trademark Office From: Robert F. Gazdzinski

Fax: 571-273-0140

Pages: 4 (including cover sheet)

Phone:

Date: April 8, 2009

Re: TWAR.068A/TWC 07-36  
Serial App. No. 12/284,757

CC:

Urgent  For Review  Please Comment  Please Reply  Please Recycle

● Message:

Please record the attached Assignment document at your earliest opportunity. Please charge our deposit account no. 501423 for this service. Our mailing address and facsimile number are as follows:

11440 West Bernardo Court, Suite 375  
San Diego, CA 92127  
Facsimile No. 858-675-1674

If you have any questions, or require any additional information, please contact me at the number listed above.

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