

04-16-2009

U.S. Department of Commerce
Patent and Trademark Office
Attorney Docket No. 09952.0193
Attorney Customer Number: 22,852



To the Director of the U.S. Patents and T

d original documents or copy thereof.

1. **Name of conveying party(ies):**

1) Luca BURIANO
2) Giuseppe LO BELLO

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

2. **Name and address of receiving party(ies):**

Name: TELECOM ITALIA S.p.A.

Internal Address:

3. **Nature of conveyance/Execution Date(s):**

Execution Dates October 28, 2005

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other

Street Address: Piazza degli Affari, 2, 20123, Milano, Italy

City:

State:

Zip Code:

Additional name(s) & Address(es) attached?

☐ Yes ☒ No

4. **Application number(s) or patent number(s):**

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

A. **Patent Application Number(s):**

12/084,241

B. **Patent Number(s):**

Additional numbers attached?

☐ Yes ☒ No

5. **Name and address of to whom correspondence concerning document should be mailed:**

Name: Mr. Ernest F. Chapman

6. **Total number of applications and registrations involved:**

1

7. **Total fee (37 CFR 3.41): \$40**

- ☐ Authorized to be charged by credit card
☐ Authorized to be charged to deposit account
☒ Enclosed (Please charge deficiency to deposit account)
☐ None required (government interest not affecting title)

Internal Address: FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, L.L.P.

Street Address: 901 New York Avenue, NW

City: Washington, D.C.

State: Zip: 20001-4413

8. **Payment Information**

a. Credit Card Last 4 Numbers _____
Expiration Date _____
b. Deposit Account No.: 06-0916

8. **Statement and signature.**

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.

Ernest F. Chapman
Reg. No. 25,961

Signature

April 13, 2009
Date

Total number of pages including cover sheet, attachments and documents: 3

ASSIGNMENT

WHEREAS I/We, the below named inventor(s), [hereinafter referred to as Assignor(s)], have made an invention entitled:

METHOD OF PROVIDING SELECTED CONTENT ITEMS TO A USER

for which I/We filed an international patent application having no. **PCT/EP2005/011580** under the Patent Cooperation Treaty (PCT) on **28 October 2005**; and

WHEREAS, TELECOM ITALIA S.p.A., a corporation of Italy whose post office address is Piazza degli Affari, 2 - 20123 Milano Italy (hereinafter referred to as Assignees) and PIRELLI & C. S.p.A., a corporation of Italy whose post office address is Via G. Negri, 10 - 20123 Milano Italy, are desirous of securing jointly to themselves the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to the application for Letters Patent on this invention and the Letters Patent to be issued upon this application;

NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from Assignee is hereby acknowledged, I/We, as Assignor(s), have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the Assignees, their lawful successors and assigns, my/our entire right, title, and interest in and to this invention, provisional Application No. _____, filed _____ (if any), and this application, and all divisions, and continuations thereof, and all Letters Patent which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of the above provisional application (if any), as well as all rights to claim priority on the basis of this application, and all applications for Letters Patent which may hereafter be filed for this invention in any country and all Letters Patent which may be granted on this invention in any country, and all extensions, renewals, and reissues thereof; and I/We hereby authorize and request any official of any country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to Assignees, their successors and assigns, in accordance with the terms of this Assignment;

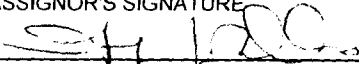
AND, I/WE HEREBY covenant that I/We have the full right to convey the interest assigned by this Assignment, and I/We have not executed and will not execute any agreement in conflict with this Assignment;

AND, I/WE HEREBY further covenant and agree that I/We will, without further consideration, communicate with Assignees, their successors and assigns, any facts known to me/us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said Assignees, their successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid Assignees, their successors and assigns, to obtain and enforce proper patent protection for this invention in any country, it being understood that any expense incident to the execution of such papers shall be borne by the Assignees, their successors and assigns;

AND, I/WE HEREBY authorize and request the attorneys empowered by an appropriate Power of Attorney in any national patent application claiming priority to this international application to provide any further identification of the national patent application that may be necessary or desirable for purposes of recordation of this Assignment in a Patent Office of any country, such as by inserting the application number and filing date of the national application here in parentheses (Application No. 12/084,241, filed April 28, 2008).

IN TESTIMONY WHEREOF, I/We have hereunto set our hand(s).

1. FULL NAME OF SOLE OR FIRST ASSIGNOR Luca BURIANO	ASSIGNOR'S SIGNATURE <i>Luca Buriano</i>	DATE 28 OTT. 2005
ADDRESS TELECOM ITALIA S.p.A., Via G. Reiss Romoli 274, Torino, Italy		CITIZENSHIP ITALY
SIGNATURE OF WITNESS (WHERE APPLICABLE)		

2. FULL NAME OF SECOND ASSIGNOR, IF ANY Giuseppe LO BELLO	ASSIGNOR'S SIGNATURE 	DATE 28 OTT. 2005
ADDRESS TELECOM ITALIA S.p.A., Via G. Reiss Romoli 274, Torino, Italy		CITIZENSHIP ITALY
SIGNATURE OF WITNESS (WHERE APPLICABLE)		
3. FULL NAME OF THIRD ASSIGNOR, IF ANY	ASSIGNOR'S SIGNATURE	DATE
ADDRESS		CITIZENSHIP
SIGNATURE OF WITNESS (WHERE APPLICABLE)		
4. FULL NAME OF FOURTH ASSIGNOR, IF ANY	ASSIGNOR'S SIGNATURE	DATE
ADDRESS		CITIZENSHIP
SIGNATURE OF WITNESS (WHERE APPLICABLE)		
5. FULL NAME OF FIFTH ASSIGNOR, IF ANY	ASSIGNOR'S SIGNATURE	DATE
ADDRESS		CITIZENSHIP
SIGNATURE OF WITNESS (WHERE APPLICABLE)		
6. FULL NAME OF SIXTH ASSIGNOR, IF ANY	ASSIGNOR'S SIGNATURE	DATE
ADDRESS		CITIZENSHIP
SIGNATURE OF WITNESS (WHERE APPLICABLE)		
7. FULL NAME OF SEVENTH ASSIGNOR, IF ANY	ASSIGNOR'S SIGNATURE	DATE
ADDRESS		CITIZENSHIP
SIGNATURE OF WITNESS (WHERE APPLICABLE)		
8. FULL NAME OF EIGHTH ASSIGNOR, IF ANY	ASSIGNOR'S SIGNATURE	DATE
ADDRESS		CITIZENSHIP
SIGNATURE OF WITNESS (WHERE APPLICABLE)		
9. FULL NAME OF NINTH ASSIGNOR, IF ANY	ASSIGNOR'S SIGNATURE	DATE
ADDRESS		CITIZENSHIP
SIGNATURE OF WITNESS (WHERE APPLICABLE)		