

# PATENT ASSIGNMENT

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<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Francis R. SANDOVAL	07/29/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	CABLE TELEVISION LABORATORIES, INC.
<b>Street Address:</b>	858 Coal Creek Circle
<b>City:</b>	Louisville
<b>State/Country:</b>	COLORADO
<b>Postal Code:</b>	80027
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12533431
<b>CORRESPONDENCE DATA</b>	
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<b>Address Line 2:</b>	30 Rockefeller Plaza
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<b>ATTORNEY DOCKET NUMBER:</b>	03873.002000.
<b>NAME OF SUBMITTER:</b>	Lock See Yu-Jahnes
<b>Total Attachments: 2</b> source=SandovalAssign03873002000#page1.tif source=SandovalAssign03873002000#page2.tif	

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**PATENT**  
**REEL: 023037 FRAME: 0320**

## **ASSIGNMENT**

## **UTILITY PATENT**

**WHEREAS**, the undersigned inventor (hereinafter "ASSIGNOR") of the address indicated below, has invented subject matter disclosed in the patent application entitled **SYSTEMS AND METHODS FOR IMPLEMENTING A DYNAMIC AND/OR INTERACTIVE MEDIA CAMPAIGN** filed herewith,

**AND, WHEREAS, CABLE TELEVISION LABORATORIES, INC.** (hereinafter "ASSIGNEE"), a corporation organized and existing under and by virtue of the laws of the State of Delaware, having its principal place of business and mailing address at 858 Coal Creek Circle, Louisville, CO 80027, is desirous of memorializing its interest therein,

**NOW, THEREFORE**, the undersigned ASSIGNOR hereby confirms that ASSIGNOR is a full time salaried employee, past employee or a contractor of ASSIGNEE and that ASSIGNOR developed the subject matter of the invention on ASSIGNEE's time and at the expense of ASSIGNEE and within the scope of ASSIGNOR's duties as an employee of ASSIGNEE and thereby ASSIGNOR recognizes that ASSIGNEE owns the invention as described in the aforesaid application. ASSIGNOR memorializes that relationship in the form of this assignment,

**AND, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR by these presents does sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right to the invention, as described in the aforesaid application, including patent, copyright and any other intellectual property rights, any provisional, non-provisional, continuation, continuation in part, divisional, reissue, reexamination, foreign, PCT or other patent application or like document, or any other application which claims priority to said application, in the United States and all foreign countries, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States adheres, and hereby authorizes and requests the Commissioner of Patents to issue said Letters Patent to ASSIGNEE, for the sole use and benefit of ASSIGNEE, its successors, assigns and legal representatives,

**AND HEREBY AGREES** to transfer to ASSIGNEE, its successors, assigns and legal representatives, without further remuneration, a like interest in and to any improvements, derivative works, and applications based thereon, growing out of or relating to the invention; and to provide all reasonable assistance and execute any papers, if accurate, desired by ASSIGNEE, its successors, assigns and legal representatives, to preserve, acquire and/or perfect ASSIGNEE's full protection and title in and to the invention and any improvements and to file any of the aforementioned applications.

In the event that the Application Number and/or filing date is not available when this Assignment is executed, I hereby authorize and request any attorney associated with Fitzpatrick, Cella, Harper & Scinto (Customer No. 05514) or ASSIGNEE, to insert in this assignment the

filing date and/or the application number of said application and/or any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

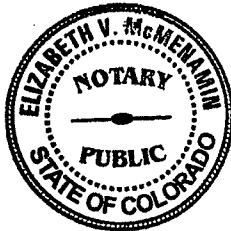
EXECUTED as of the date written below by ASSIGNOR:

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
Francis R. SANDOVAL	720 Johnson Street Louisville, CO 80027	<u><i>Francis R. Sandoval</i></u>	<u>7/29/09</u>

# ACKNOWLEDGMENT

STATE OF: Colorado )  
 ) ss.:  
COUNTY OF: Boulder )

On this 29th day of July, 2009, before me personally appeared **Francis R. SANDOVAL**, to me known and known to me to be the individual described in and who executed the foregoing instrument, and who thereupon acknowledged to me that he executed the same for the purposes therein set forth.



*Elizabeth V. McMenamin*  
Notary Public  
*my commission expires May 27, 2011*

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