

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Armando P. STETTNER</td> <td>09/25/2009</td> </tr> <tr> <td>Donald Gene ARCHER</td> <td>09/28/2009</td> </tr> <tr> <td>Harpal Singh BASSALI</td> <td>09/25/2009</td> </tr> <tr> <td>Dolapo KUKOYI</td> <td>09/25/2009</td> </tr> <tr> <td>Michael P. RUFFINI</td> <td>09/29/2009</td> </tr> </tbody> </table>		Name	Execution Date	Armando P. STETTNER	09/25/2009	Donald Gene ARCHER	09/28/2009	Harpal Singh BASSALI	09/25/2009	Dolapo KUKOYI	09/25/2009	Michael P. RUFFINI	09/29/2009
Name	Execution Date												
Armando P. STETTNER	09/25/2009												
Donald Gene ARCHER	09/28/2009												
Harpal Singh BASSALI	09/25/2009												
Dolapo KUKOYI	09/25/2009												
Michael P. RUFFINI	09/29/2009												
RECEIVING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Verizon Patent and Licensing, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>One Verizon Way</td> </tr> <tr> <td>City:</td> <td>Basking Ridge</td> </tr> <tr> <td>State/Country:</td> <td>NEW JERSEY</td> </tr> <tr> <td>Postal Code:</td> <td>07920</td> </tr> </table>		Name:	Verizon Patent and Licensing, Inc.	Street Address:	One Verizon Way	City:	Basking Ridge	State/Country:	NEW JERSEY	Postal Code:	07920		
Name:	Verizon Patent and Licensing, Inc.												
Street Address:	One Verizon Way												
City:	Basking Ridge												
State/Country:	NEW JERSEY												
Postal Code:	07920												
PROPERTY NUMBERS Total: 1													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Property Type</th> <th style="width: 70%;">Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12568875</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12568875								
Property Type	Number												
Application Number:	12568875												
CORRESPONDENCE DATA													
<p>Fax Number: (571)432-0808</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 571-432-0800</p> <p>Email: eharnett@harrityllp.com</p> <p>Correspondent Name: Harrity & Harrity, LLP</p> <p>Address Line 1: 11350 Random Hills Road</p> <p>Address Line 2: Suite 600</p> <p>Address Line 4: Fairfax, VIRGINIA 22030</p>													
ATTORNEY DOCKET NUMBER:	20090248												
NAME OF SUBMITTER:	Thomas W. Edman												

OP \$40.00 12568875

500974841

PATENT
REEL: 023297 FRAME: 0597

Total Attachments: 10

source=20090248_Assignment#page1.tif
source=20090248_Assignment#page2.tif
source=20090248_Assignment#page3.tif
source=20090248_Assignment#page4.tif
source=20090248_Assignment#page5.tif
source=20090248_Assignment#page6.tif
source=20090248_Assignment#page7.tif
source=20090248_Assignment#page8.tif
source=20090248_Assignment#page9.tif
source=20090248_Assignment#page10.tif

Verizon Invention Assignment
for Verizon Docket No.: 20090248
Page 1 of 1

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I/We, the undersigned:

- I. have sold, assigned and transferred, and by the presents do hereby sell, assign, and transfer, to the Verizon legal entity identified below ("Assignee") and its successors and assigns, the entire worldwide right, title and interest in and to any and all improvements which are described in the application for United States Letters Patent entitled

REAL TIME TELEVISION ADVERTISEMENT SHAPING

☒ which has been executed by the undersigned concurrently herewith, and in which case I/we hereby authorize and request the Assignee, its successors, assigns and/or legal representatives, to insert here in the parentheses (Application Number 12/568,875, filed September 29, 2009) the filing date and application number of said application when known.

☐ which was filed on _____ and assigned Application No. _____

and in and to said application, and all divisional, continuing (in whole or in part), substitute, renewal, reissue, provisional, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said improvements or based on or claiming priority to said application; and in and to all original and reissued patents which have been or shall be issued in the United States and foreign countries from any of said applications, and in and to all rights of priority resulting from the filing of any of said applications; and in and to all rights which may exist under the International Convention for the Protection of Industrial Property to any of the foregoing;

- II. agree that said Assignee may apply for and receive Letters Patent for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing (in whole or in part), substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for Letters Patent and all Letters Patent on said improvements, in said Assignee, its successors and assigns; and

- III. covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein identified has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

IN WITNESS to my/our agreement to the foregoing, I/we have executed this Assignment as set forth below:

Verizon entity (Assignee): Verizon Patent and Licensing, Inc., having a place of business at One Verizon Way, Basking Ridge, New Jersey 07920.

ASSIGNORS:

Signature: 
Armando P. STETTNER

Date: 9/25/2009

Signature: _____
Donald Gene ARCHER

Date: _____

Signature: _____
Harpal Singh BASSALI

Date: _____

Verizon Invention Assignment
for Verizon Docket No.: 20090248
Page 2 of 1

Signature: _____
Dolapo KUKOYI

Date: _____

Signature: _____
Michael P. RUFFINI

Date: _____

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I/We, the undersigned:

- I. have sold, assigned and transferred, and by the presents do hereby sell, assign, and transfer, to the Verizon legal entity identified below ("Assignee") and its successors and assigns, the entire worldwide right, title and interest in and to any and all improvements which are described in the application for United States Letters Patent entitled

REAL TIME TELEVISION ADVERTISEMENT SHAPING

☒ which has been executed by the undersigned concurrently herewith, and in which case I/we hereby authorize and request the Assignee, its successors, assigns and/or legal representatives, to insert here in the parentheses (Application Number 12/568,875, filed September 29, 2009) the filing date and application number of said application when known.

☐ which was filed on _____ and assigned Application No. _____

and in and to said application, and all divisional, continuing (in whole or in part), substitute, renewal, reissue, provisional, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said improvements or based on or claiming priority to said application; and in and to all original and reissued patents which have been or shall be issued in the United States and foreign countries from any of said applications, and in and to all rights of priority resulting from the filing of any of said applications; and in and to all rights which may exist under the International Convention for the Protection of Industrial Property to any of the foregoing;

- II. agree that said Assignee may apply for and receive Letters Patent for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing (in whole or in part), substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for Letters Patent and all Letters Patent on said improvements, in said Assignee, its successors and assigns; and
- III. covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein identified has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

IN WITNESS to my/our agreement to the foregoing, I/we have executed this Assignment as set forth below:

Verizon entity (Assignee): Verizon Patent and Licensing, Inc., having a place of business at One Verizon Way, Basking Ridge, New Jersey 07920.

ASSIGNORS:

Signature: _____

Date: _____

Armando R. STETTNER

Signature:  _____

Date: 9/28/2009

Donald Gene ARCHER

Signature: _____

Date: _____

Harpal Singh BASSALI

Verizon Invention Assignment
for Verizon Docket No.: 20090248
Page 2 of 1

Signature: _____ Date: _____
Dolapo KUKOYI

Signature: _____ Date: _____
Michael P. RUFFINI

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I/We, the undersigned:

- I. have sold, assigned and transferred, and by the presents do hereby sell, assign, and transfer, to the Verizon legal entity identified below ("Assignee") and its successors and assigns, the entire worldwide right, title and interest in and to any and all improvements which are described in the application for United States Letters Patent entitled

REAL TIME TELEVISION ADVERTISEMENT SHAPING

☒ which has been executed by the undersigned concurrently herewith, and in which case I/we hereby authorize and request the Assignee, its successors, assigns and/or legal representatives, to insert here in the parentheses (Application Number 12/568,875, filed September 29, 2009) the filing date and application number of said application when known.

☐ which was filed on _____ and assigned Application No. _____

and in and to said application, and all divisional, continuing (in whole or in part), substitute, renewal, reissue, provisional, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said improvements or based on or claiming priority to said application; and in and to all original and reissued patents which have been or shall be issued in the United States and foreign countries from any of said applications, and in and to all rights of priority resulting from the filing of any of said applications; and in and to all rights which may exist under the International Convention for the Protection of Industrial Property to any of the foregoing;

- II. agree that said Assignee may apply for and receive Letters Patent for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing (in whole or in part), substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for Letters Patent and all Letters Patent on said improvements, in said Assignee, its successors and assigns; and

- III. covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein identified has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

IN WITNESS to my/our agreement to the foregoing, I/we have executed this Assignment as set forth below:

Verizon entity (Assignee): Verizon Patent and Licensing, Inc., having a place of business at One Verizon Way, Basking Ridge, New Jersey 07920.

ASSIGNORS:

Signature: _____
Armando P. STETTNER

Date: _____

Signature: _____
Donald Gene ARCHER

Date: _____

Signature: Harpal Singh BASSALI
Harpal Singh BASSALI

Date: 9/25/2009

Verizon Invention Assignment
for Verizon Docket No.: 20090248
Page 2 of 1

Signature: _____
Dolapo KUKOYI

Date: _____

Signature: _____
Michael P. RUFFINI

Date: _____

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I/We, the undersigned:

- I. have sold, assigned and transferred, and by the presents do hereby sell, assign, and transfer, to the Verizon legal entity identified below ("Assignee") and its successors and assigns, the entire worldwide right, title and interest in and to any and all improvements which are described in the application for United States Letters Patent entitled

REAL TIME TELEVISION ADVERTISEMENT SHAPING

☒ which has been executed by the undersigned concurrently herewith, and in which case I/we hereby authorize and request the Assignee, its successors, assigns and/or legal representatives, to insert here in the parentheses (Application Number 12/568,875, filed September 29, 2009) the filing date and application number of said application when known.

☐ which was filed on _____ and assigned Application No. _____

and in and to said application, and all divisional, continuing (in whole or in part), substitute, renewal, reissue, provisional, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said improvements or based on or claiming priority to said application; and in and to all original and reissued patents which have been or shall be issued in the United States and foreign countries from any of said applications, and in and to all rights of priority resulting from the filing of any of said applications; and in and to all rights which may exist under the International Convention for the Protection of Industrial Property to any of the foregoing;

- II. agree that said Assignee may apply for and receive Letters Patent for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing (in whole or in part), substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for Letters Patent and all Letters Patent on said improvements, in said Assignee, its successors and assigns; and
- III. covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein identified has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

IN WITNESS to my/our agreement to the foregoing, I/we have executed this Assignment as set forth below:

Verizon entity (Assignee): Verizon Patent and Licensing, Inc., having a place of business at One Verizon Way, Basking Ridge, New Jersey 07920.

ASSIGNORS:

Signature: _____ Date: _____
Armando P. STETTNER

Signature: _____ Date: _____
Donald Gene ARCHER

Signature: _____ Date: _____
Harpal Singh BASSALI

Verizon Invention Assignment
for Verizon Docket No.: 20090248
Page 2 of 1

Signature: _____

Dolapo KUKOYI

Date: _____

9/25/2009

Signature: _____

Michael P. RUFFINI

Date: _____

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I/We, the undersigned:

- I. have sold, assigned and transferred, and by the presents do hereby sell, assign, and transfer, to the Verizon legal entity identified below ("Assignee") and its successors and assigns, the entire worldwide right, title and interest in and to any and all improvements which are described in the application for United States Letters Patent entitled

REAL TIME TELEVISION ADVERTISEMENT SHAPING

☒ which has been executed by the undersigned concurrently herewith, and in which case I/we hereby authorize and request the Assignee, its successors, assigns and/or legal representatives, to insert here in the parentheses (Application Number 12/568,875, filed September 29, 2009) the filing date and application number of said application when known.

☐ which was filed on _____ and assigned Application No. _____

and in and to said application, and all divisional, continuing (in whole or in part), substitute, renewal, reissue, provisional, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said improvements or based on or claiming priority to said application; and in and to all original and reissued patents which have been or shall be issued in the United States and foreign countries from any of said applications, and in and to all rights of priority resulting from the filing of any of said applications; and in and to all rights which may exist under the International Convention for the Protection of Industrial Property to any of the foregoing;

- II. agree that said Assignee may apply for and receive Letters Patent for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing (in whole or in part), substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for Letters Patent and all Letters Patent on said improvements, in said Assignee, its successors and assigns; and

- III. covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein identified has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

IN WITNESS to my/our agreement to the foregoing, I/we have executed this Assignment as set forth below:

Verizon entity (Assignee): Verizon Patent and Licensing, Inc., having a place of business at One Verizon Way, Basking Ridge, New Jersey 07920.

ASSIGNORS:

Signature: _____ Date: _____
Armando P. STETTNER

Signature: _____ Date: _____
Donald Gene ARCHER

Signature: _____ Date: _____
Harpal Singh BASSALI

Signature: _____
Dolapo KUKOYI
Signature: _____
Michael P. RUFFINI

Date: _____
Date: 1-29-09