## PATENT ASSIGNMENT

# Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

## **CONVEYING PARTY DATA**

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**

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

Property Type	Number
Application Number:	12568875

#### **CORRESPONDENCE DATA**

Fax Number: (571)432-0808

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

Phone: 571-432-0800

Email:eharnett@harrityllp.comCorrespondent Name:Harrity & Harrity, LLPAddress Line 1:11350 Random Hills Road

Address Line 2: Suite 600

Address Line 4: Fairfax, VIRGINIA 22030

ATTORNEY DOCKET NUMBER: 20090248

NAME OF SUBMITTER: Thomas W. Edman

**PATENT** 

REEL: 023297 FRAME: 0597

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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#page9.tif source=20090248\_Assignment#page10.tif

Sep 25 2009 16:12

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978-467-1390

#### **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): <u>Verizon Patent and Licensing, Inc.</u> , having a place of business at <u>One Verizon Way</u> , <u>Basking Ridge</u> , <u>New Jersey 07920</u> .
ASSIGNORS: Signature: Market Date: 9/25/2001 Armando P. STETTNER
Signature: Date: Date:
Signature: Date: Harpal Singh BASSALI

**PATENT** 

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PATENT

Verizon Invention Assignment for Verizon Docket No.: 20090248

Page 1 of 1

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which was filed on and assigned App	lication No.
and in and to said application, and all divisional, continuing (in we reissue, provisional, and all other applications for Letters Patent whe United States and all foreign countries on any of said improvements of application; and in and to all original and reissued patents which have States and foreign countries from any of said applications, and in and the filing of any of said applications; and in and to all rights which Convention for the Protection of Industrial Property to any of the foreign countries.	ich have been or shall be filed in the r based on or claiming priority to said been or shall be issued in the United to all rights of priority resulting from the may exist under the International
II. agree that said Assignee may apply for and receive Letters Patent for said that, when requested, without charge to, but at the expense of, said legal representatives, to carry out in good faith the intent and purpose will execute all divisional, continuing (in whole or in part), substitute applications on any and all said improvements; execute all rightful oa of attorney and other papers; communicate to said Assignee, its succefacts known to undersigned relating to said improvements and the everything possible which said Assignee, its successors, assigns or refor aiding in securing and maintaining proper patent protection for said improvements and all applications for Letters Patent and all Lesaid Assignee, its successors and assigns; and	Assignee, its successors, assigns and a of this Assignment, the undersigned renewal, reissue, and all other patent ths, declarations, assignments, powers assors, assigns, and representatives, all the history thereof; and generally dotypresentatives shall consider desirable aid improvements and for vesting title
III. covenant with said Assignee, its successors, assigns and legal repres mortgage, license, or other agreement affecting the rights and proper others by the undersigned, and that full right to convey the same as undersigned.	ty herein identified has been made to
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ASSIGNORS:	
Signature: Date: Date: Date: Donald Gene ARCHER	28/2009
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	

**PATENT** 

**HSB** 

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

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REAL TIME TELEVISION ADV	ERTISEMENT SHAPING
I/we hereby authorize and request the Assignee, its	undersigned concurrently herewith, and in which case successors, assigns and/or legal representatives, to 12/568,875, filed September 29, 2009 the filing known.
which was filed ona	nd assigned Application No.
reissue, provisional, and all other applications for L United States and all foreign countries on any of said application; and in and to all original and reissued pa States and foreign countries from any of said applications	continuing (in whole or in part), substitute, renewal, etters Patent which have been or shall be filed in the improvements or based on or claiming priority to said tents which have been or shall be issued in the United tions, and in and to all rights of priority resulting from to all rights which may exist under the International or any of the foregoing;
legal representatives, to carry out in good faith the in will execute all divisional, continuing (in whole or in applications on any and all said improvements; executor of attorney and other papers; communicate to said Assigned known to undersigned relating to said improvements; executing possible which said Assignee, its succession for aiding in securing and maintaining proper patent	expense of, said Assignee, its successors, assigns and expense of, said Assignee, its successors, assigns and etent and purpose of this Assignment, the undersigned part), substitute, renewal, reissue, and all other patent at all rightful oaths, declarations, assignments, powers ssignee, its successors, assigns, and representatives, all overments and the history thereof; and generally do ors, assigns or representatives shall consider desirable protection for said improvements and for vesting title Patent and all Letters Patent on said improvements, in
	and legal representatives that no assignment, grant, ights and property herein identified has been made to vey the same as herein expressed is possessed by the
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ASSIGNORS:	
Signature: Armando P. STETTNER	Date:
Signature:  Donald Gene ARCHER	Date:
Signature: Alassatt	Date: 9/25/2009
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Verizon Invention Assignmen
for Verizon Docket No.: 20090248
Page 2 of 1

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

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Verizon Invention Assignment for Verizon Docket No.: 20090248

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reissue United applica States the fili	e, provisional, and all other applications for Let i States and all foreign countries on any of said i ation; and in and to all original and reissued pate and foreign countries from any of said applicati	ontinuing (in whole or in part), substitute, renewal, tters Patent which have been or shall be filed in the mprovements or based on or claiming priority to said ents which have been or shall be issued in the United ons, and in and to all rights of priority resulting from all rights which may exist under the International any of the foregoing;
that, we legal rewill exapplicate of attored facts and to said	when requested, without charge to, but at the ex- epresentatives, to carry out in good faith the inter- tecute all divisional, continuing (in whole or in pa- tations on any and all said improvements; executed ruley and other papers; communicate to said Assistance to undersigned relating to said improve hing possible which said Assignee, its successor- ing in securing and maintaining proper patent p	Patent for said improvements in its own name; and spense of, said Assignee, its successors, assigns and ent and purpose of this Assignment, the undersigned part), substitute, renewal, reissue, and all other patent e all rightful oaths, declarations, assignments, powers ignee, its successors, assigns, and representatives, all rements and the history thereof; and generally do as, assigns or representatives shall consider desirable rotection for said improvements and for vesting title atent and all Letters Patent on said improvements, in
mortga	ige, license, or other agreement affecting the rig by the undersigned, and that full right to conve	d legal representatives that no assignment, grant, this and property herein identified has been made to by the same as herein expressed is possessed by the
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ASSIGNORS:		•
Signature: Armar	ndo P. STETTNER	Date:
Signature:Donald	d Gene ARCHER	Date:
Signature: Harpal	I Singh BASSALI	Date:

Date:

Verizon Invention Assignment for Verizon Docket No.: 20090248

Page 2 of 1

Signature: Tolaro KIKOVI

Date: 9 25 2009

Signature:\_\_\_

Michael P. RUFFINI

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

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which was filed on	_ and assigned Application No.	
reissue, provisional, and all other applications for United States and all foreign countries on any of sapplication; and in and to all original and reissued States and foreign countries from any of said application.	al, continuing (in whole or in part), substitute, renewal, in Letters Patent which have been or shall be filed in the aid improvements or based on or claiming priority to said I patents which have been or shall be issued in the United lications, and in and to all rights of priority resulting from the dot of the International to any of the foregoing;	
that, when requested, without charge to, but at the legal representatives, to carry out in good faith the will execute all divisional, continuing (in whole of applications on any and all said improvements; extended of attorney and other papers; communicate to said facts known to undersigned relating to said in everything possible which said Assignee, its succession and maintaining proper pate	etters Patent for said improvements in its own name; and the expense of, said Assignee, its successors, assigns and e intent and purpose of this Assignment, the undersigned r in part), substitute, renewal, reissue, and all other patent ecute all rightful oaths, declarations, assignments, powers Assignee, its successors, assigns, and representatives, all approvements and the history thereof; and generally do tessors, assigns or representatives shall consider desirable ent protection for said improvements and for vesting title ters Patent and all Letters Patent on said improvements, in	
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Signature:	Date:	
Donald Gene ARCHER		
Ci	Date:	
Signature: Harpal Singh BASSALI		
Year bury 2011/Erry by 1950, truy		
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Verizon Invention Assignment for Verizon Docket No.: 20090248 Page 2 of 1

Signature: Date: Date: 1-29-09

Michael P. RIJEFINI

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