

RECORDATION FORM COVER SHEET PATENTS ONLY

CLIENT CODE: TWAR.098A/TWC 09-03

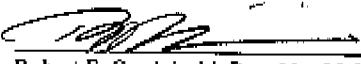
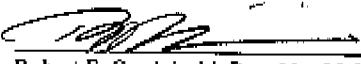
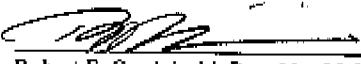
TO THE HONORABLE COMMISSIONER OF PATENTS AND TRADEMARKS: Please record the attached original documents or copy thereof.

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| Submission Type <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 # _____ | Conveyance Type <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>Sept. 29, 2009/Oct. 1, 2009/</u> <u>Sept. 29, 2009</u> |
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| Conveying Party(ies) JUSTIN TIDWELL (Exc. Date: 9/29/09) EDUARDO G. SAMAME (Exc. Date: 10/1/09) BRYAN SANTANGELO (Exc. Date: 9/29/09) Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | Receiving Party(ies) Name: TIME WARNER CABLE INC. Address: 60 Columbus Circle New York, NY 10023 Additional name(s) of receiving party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No |
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| Application Number(s) or Patent Number(s) <input type="checkbox"/> Application filed herewith <input checked="" type="checkbox"/> Patent Application No(s): 12/503,772 <input type="checkbox"/> Patent No(s): Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No |
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| Correspondent Name and Address Name: Robert F. Gazdzinski, Esq. Internal Address: GAZDZINSKI & ASSOCIATES, PC Street Address: 11440 West Bernardo Court, Suite 375 City: San Diego State: CA ZIP: 92127 Telephone: (858) 675-1670 | Fee Amount (37 CFR 3.41): \$40.00 <input checked="" type="checkbox"/> Please charge our Deposit Account No. 501423 for any required fees. |
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| Number of Properties Enter the total number of properties involved: (1) | | | |
| 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. Charges to deposit account are authorized, as indicated herein. <table> <tr> <td> <u>Robert F. Gazdzinski</u> Name of Person Signing </td> <td align="center">  Robert F. Gazdzinski; Reg. No. 39,990 </td> <td align="right"> <u>October 5, 2009</u> Date </td> </tr> </table> | <u>Robert F. Gazdzinski</u> Name of Person Signing |  Robert F. Gazdzinski; Reg. No. 39,990 | <u>October 5, 2009</u> Date |
| <u>Robert F. Gazdzinski</u> Name of Person Signing |  Robert F. Gazdzinski; Reg. No. 39,990 | <u>October 5, 2009</u> Date | |

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| Pages Enter the total number of pages of the conveyance document including any attachments: (4) |
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**PATENT
REEL: 023329 FRAME: 0075**

Application No.: 12/503,772
Filing Date: July 15, 2009

PATENT
Docket: TWAR.098A/TWC 09-03
Page 1 of 3

ASSIGNMENT

WHEREAS, We, **JUSTIN TIDWELL**, a U.S. citizen, residing at 5048 Waxhaw Crossing Dr., Waxhaw, NC 28173, United States; **EDUARDO G. SAMAME**, a U.S. citizen, residing at 176 Highland Avenue, Rowayton, CT 06853, United States; and **BRYAN SANTANGELO**, a U.S. citizen, residing at 213 E. 54th Street, Tulsa, OK 74105, United States; have invented certain new and useful improvements in a **METHODS AND APPARATUS FOR CLASSIFYING AN AUDIENCE IN A CONTENT-BASED NETWORK** for which we have filed an application for Letters Patent on July 15, 2009 in the United States, Application No. 12/503,772.

AND WHEREAS, **TIME WARNER CABLE INC.** (hereinafter "ASSIGNEE"), a Delaware Corporation, with its principal place of business at 60 Columbus Circle, New York, NY 10023, desires to acquire the entire right, title, and interest in and to the said improvements and the said Application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we, the said inventors, do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the said improvements, and the said application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents 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 all Letters Patent for said improvements to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we will communicate to the said ASSIGNEE, successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

Application No.: 12/503,772
Filing Date: July 15, 2009

PATENT
Docket: TWAR.098A/TWC 09-03
Page 2 of 3

ASSIGNMENT

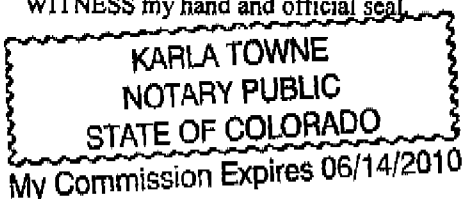
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 29 day of September, 2009.


JUSTIN TIDWELL

STATE OF Colorado
COUNTY OF Broomfield ss.

On Sept 29, 2009 before me, Karla Towne, Notary, (here insert name and title of the officer), personally appeared Justin Tidwell, 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) 
KARLA TOWNE
NOTARY PUBLIC
STATE OF COLORADO
My Commission Expires 06/14/2010

Signature Karla Towne

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this _____ day of _____, 20____.

EDWARD G. SAMAME

STATE OF _____
COUNTY OF _____ ss.

On _____ before me, _____, (here insert name and title of the officer), personally appeared _____, 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 _____

Application No.: 12/503,772
Filing Date: July 15, 2009

PATENT
Docket: TWAR.098A/TWC 09-03
Page 2 of 3

ASSIGNMENT

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this _____ day of _____, 20____.

JUSTIN TIDWELL

STATE OF _____

COUNTY OF _____

ss.

On _____ before me, _____, (here insert name and title of the officer), personally appeared _____, 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 _____

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 1 day of October, 2009.

PATRICIA R. HASTOO
Notary Public, State of New York
No. 01HA6023253
Qualified in New York County
Commission Expires July 15, 2011
ss.

EDUARDO G. SAMAME

STATE OF _____

COUNTY OF _____

On October 1, 2009 before me, Patricia R. Hastoo, (here insert name and title of the officer), personally appeared Eduardo G. Samame, 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 Patricia R. Hastoo

Application No.: 12/503,772
Filing Date: July 15, 2009

PATENT
Docket: TWAR.098A/TWC 09-03
Page 3 of 3

ASSIGNMENT

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 29 day of 09, 2009.


BRYAN SANTANGELO

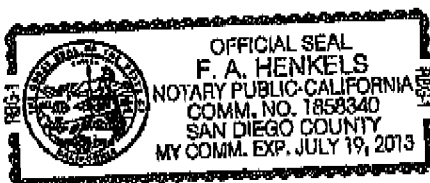
STATE OF California
COUNTY OF San Diego ss.

On 29 Sept. 2009 before me, F.A. Henkels, Notary Public, (here insert name and title of the officer), personally appeared Bryan Santangelo, 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.

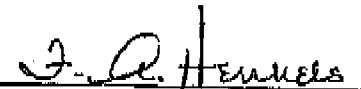
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

(Seal)



Signature



Gazdzinski & Associates
Professional Corporation
Intellectual Property Law

11440 West Bernardo Court, Suite 375
San Diego, CA 92127
(858) 675-1670 (voice)
(858) 675-1674 (fax)
e-mail: iprights@earthlink.net
www.gazpat.com

Fax

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

Fax: 571-273-0140 Pages: 6 (including cover sheet)

Phone: Date: October 5, 2009

Re: TWAR.098/TWC 09-03 CC:
Serial App. No. 12/503,772

☐ 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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