

# PATENT ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<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>William Eric Kreth</td> <td>10/05/2009</td> </tr> <tr> <td>Scott Miller</td> <td>10/08/2009</td> </tr> <tr> <td>Vipul Patel</td> <td>10/08/2009</td> </tr> </tbody> </table>		Name	Execution Date	William Eric Kreth	10/05/2009	Scott Miller	10/08/2009	Vipul Patel	10/08/2009		
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<b>RECEIVING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Time Warner Cable, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>60 Columbus Circle</td> </tr> <tr> <td>City:</td> <td>New York</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10023</td> </tr> </table>		Name:	Time Warner Cable, Inc.	Street Address:	60 Columbus Circle	City:	New York	State/Country:	NEW YORK	Postal Code:	10023
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<b>PROPERTY NUMBERS Total: 1</b>											
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<b>CORRESPONDENCE DATA</b>											
Fax Number: (703)391-2901 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 703-391-2900 Email: sbarnett@marburylaw.com Correspondent Name: THE MARBURY LAW GROUP, PLLC Address Line 1: 11800 Sunrise Valley Drive, Suite 1000 Address Line 4: Reston, VIRGINIA 20191											
ATTORNEY DOCKET NUMBER:	2816-098										
NAME OF SUBMITTER:	Jon L. Roberts, Ph.D., J.D.										
Total Attachments: 3 source=Assignment_executed#page1.tif source=Assignment_executed#page2.tif											

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**PATENT**  
**REEL: 023375 FRAME: 0086**



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: William Eric Kreth

Application No.: 12/578,769

Group Art Unit: Not Yet Assigned

Filed: October 14, 2009

Examiner: Not Yet Assigned

For: *SYSTEM AND METHOD FOR PRESENTING DURING A PROGRAMMING EVENT  
AN INVITATION TO FOLLOW CONTENT ON A SOCIAL MEDIA SITE*

\* \* \* \* \*  
**ASSIGNMENT Pursuant to 37 CFR § 3.56**  
\* \* \* \* \*

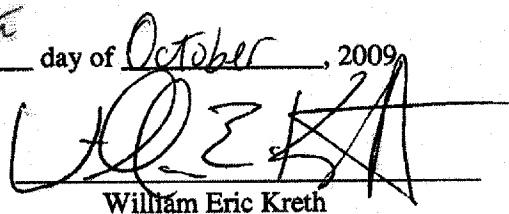
I, William Eric Kreth, residing at 1890 7<sup>th</sup> Avenue, #4C, New York, NY 10026; and I, Scott Miller, residing at 94 Mathews Avenue, Doylestown, PA 18901; and I, Vipul Patel, residing at 29 Stallion Circle, Upper Holland, PA 19053, for good and valuable consideration, the sufficiency of which is hereby acknowledged, do hereby sell, assign and transfer unto Time Warner Cable, Inc., a corporation organized under the laws of the State of Delaware, having its office at 60 Columbus Circle, New York, NY 10023 (hereinafter "ASSIGNEE"), the entire right, title and interest, including the right to pursue damages for past infringement, together with all rights of priority, in and to all my inventions described and/or claimed in the utility patent application filed with the United States Patent and Trademark Office titled "*SYSTEM AND METHOD FOR PRESENTING DURING A PROGRAMMING EVENT AN INVITATION TO FOLLOW CONTENT ON A SOCIAL MEDIA SITE*," the specification of which was filed on October 14, 2009, and having Application No. 12/578,769; as well as all divisional, continuation and reissue applications claiming priority therefrom and all foreign counterparts thereof, including any application filed in the Patent Cooperation Treaty ("PCT") and any national stage filing resulting from any such PCT filing, together with all patents issuing on any of the aforesaid applications (including any extensions or renewals thereof), the same to be held and enjoyed by ASSIGNEE, its successors, assigns or other legal representatives, to the full ends of the terms of all said patents therefor which may be granted.

**WE HEREBY AUTHORIZE ASSIGNEE** to make application for and to receive patents for said inventions in any foreign countries in its own name, or in our names, at its election.

AND WE HEREBY COVENANT AND AGREE that we will execute or procure any further necessary assurance of title to said inventions and any patents which may issue therefor and that we will, at any time, upon the request and at the expense of ASSIGNEE deliver any testimony in any legal proceedings and execute all papers that may be necessary or desirable to perfect the title to said inventions or any patents which may be granted therefor in ASSIGNEE, its successors, assigns, or other legal representatives, and that we will, at any time, upon the request and at the expense of the ASSIGNEE execute any continuations, divisions, reissues, or any other additional applications for patents for said inventions or any part or parts thereof, all of which applications and any patents issuing thereof are hereby assigned to ASSIGNEE, and will make all rightful oaths, and do all lawful acts requisite for procuring the same therein, without further compensation, but at the expense of ASSIGNEE, its successors, assigns or other legal representatives.

AND WE HEREBY AUTHORIZE AND REQUEST the Commissioner of Patents and Trademarks to issue any and all Letters Patent of the United States for said inventions, resulting from any of the aforesaid applications to ASSIGNEE.

WITNESS MY HAND and seal this 5<sup>th</sup> day of October, 2009.

  
William Eric Kreth

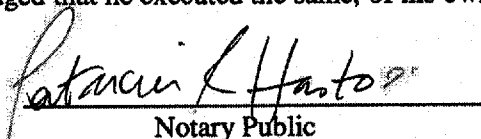
STATE OF

New York

COUNTY OF

Manhattan

On this 5<sup>th</sup> day of October, 2009 personally appeared before me William Eric Kelt to me known, and known by me to be the same person described in and who executed the foregoing instrument, and acknowledged that he executed the same, of his own free will and for the purposes set forth.

  
Notary Public

My commission expires:

July 15, 2011

[SIGNATURES CONTINUE ON NEXT PAGE]

WITNESS MY HAND and seal this 8 day of October, 2009.

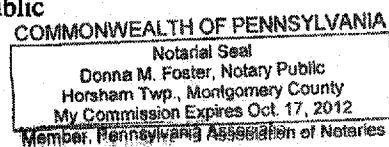
STATE OF PA  
COUNTY OF Montgomery

Scott Miller  
Scott Miller

On this 8 day of October, 2009 personally appeared before me Scott Miller, to me known, and known by me to be the same person described in and who executed the foregoing instrument, and acknowledged that he executed the same, of his own free will and for the purposes set forth.

Donna M. Foster  
Notary Public

My commission expires: Oct 17, 2012



WITNESS MY HAND and seal this 8 day of October, 2009.

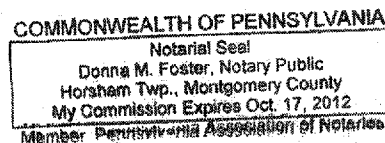
STATE OF PA  
COUNTY OF Montgomery

Vipul Patel  
Vipul Patel

On this 8 day of October, 2009 personally appeared before me Vipul Patel, to me known, and known by me to be the same person described in and who executed the foregoing instrument, and acknowledged that he executed the same, of his own free will and for the purposes set forth.

Donna M. Foster  
Notary Public

My commission expires: Oct 17, 2012



[THIS ASSIGNMENT ENDS WITH THIS PAGE]