

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
James Harold Gray	12/01/2003
Thomas Jefferson Brothers	12/10/2003
RECEIVING PARTY DATA	
Name:	BellSouth Intellectual Property Corporation (now AT&T Intellectual Property I, L.P.)
Street Address:	645 E. Plumb Lane
City:	Reno
State/Country:	NEVADA
Postal Code:	89502
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12567828
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NAME OF SUBMITTER:	Scott P. Zimmerman
Total Attachments: 3 source=02280 As-Filed Signed Assignment#page1.tif source=02280 As-Filed Signed Assignment#page2.tif source=02280 As-Filed Signed Assignment#page3.tif	

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REEL: 023381 FRAME: 0367

ASSIGNMENT

WHEREAS, we, James Harold Gray, residing at 4545 Gates Chapel Road, Ellijay, Georgia 30540, USA, and Thomas Jefferson Brothers, residing at 5769 Ridgewater Drive, Gainesville, Georgia 30506, USA, are joint inventors of an invention entitled **"Methods and Systems For Collaborative Capture of Television Viewer Generated Clickstreams,"** as described and claimed in the specification forming part of an application for United States letters patent executed herewith.

AND WHEREAS, BellSouth Intellectual Property Corporation, a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at Suite 901, 824 Market Street, Wilmington, Delaware 19801 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the application, all divisions, continuations, or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the Assignee, its successors and assigns.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 1st day of December, 2003.

James Harold Gray
James Harold Gray

STATE OF Georgia)
COUNTY OF Fulton) ss.

On this 1st day of December, 2003, before me personally appeared James Harold Gray to me known and known to me to be the person described in and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

[SEAL]

Julia M. Shorman
Notary Public

JULIA M. SHARMAN
Notary Public, Fulton County, Georgia
My Commission Expires September 26, 2006

IN TESTIMONY WHEREOF, I have hereunto set my hand this 10 day of
DECEMBER, 2003.

Thomas Jefferson Brothers
Thomas Jefferson Brothers

STATE OF GEORGIA)
COUNTY OF HALL) ss.

On this 10 day of Dec, 2003, before me personally appeared
Thomas Jefferson Brothers to me known and known to me to be the person described in and who
executed the foregoing instrument, and he duly acknowledged to me that he executed the same
for the uses and purposes therein set forth.

[SEAL]

Shirley Goode
Notary Public

Notary Public, Dawson County, Georgia
My Commission Expires April 14, 2006.