

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
John Ruckart	03/31/2009
RECEIVING PARTY DATA	
Name:	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:	12504877
CORRESPONDENCE DATA	
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Address Line 4:	Raleigh, NORTH CAROLINA 27612
ATTORNEY DOCKET NUMBER:	9400-384 (070286)
NAME OF SUBMITTER:	Candi L. Riggs
Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif	

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PATENT
REEL: 023662 FRAME: 0843

ASSIGNMENT

WHEREAS We, **John Ruckart**, citizen of the United States of America, residing at 3059 Greenbrook Way, Atlanta, Georgia 30345; and **Robert Starr**, citizen of the United States of America, residing at 2804 Mount Olive Drive, Decatur, Georgia 30033-3028, hereafter referred to as Assignor, have invented new and useful improvements in an invention entitled **METHODS, SYSTEMS AND COMPUTER PROGRAM PRODUCTS FOR TAILORING ADVERTISEMENTS TO A USER BASED ON ACTIONS TAKEN USING A PORTABLE ELECTRONIC DEVICE**, Attorney Docket No. 9400-384 (AT&T **070286**), for a full description of which reference is here made to an application for Letters Patent of the United States filed herewith; and

WHEREAS, **AT&T INTELLECTUAL PROPERTY I, L.P.**, a partnership organized and existing under the laws of the State of Nevada, having a place of business at 645 E. Plumb Lane, Reno, Nevada 89502, hereinafter called the "Assignee," desires to acquire the entire right, title and interest for the United States of America and elsewhere throughout the world in and to said invention and the patent application identified above, including any and all divisions and continuations thereof and any and all Letters Patent which may be granted thereon, including any and all renewals, reissues and prolongations thereof.

NOW, THEREFORE in consideration of the sum of One Dollar (\$1.00) and other valuable and legally sufficient consideration, the receipt of which by the Assignor from the Assignee is hereby acknowledged, the Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefor in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term and terms for all such patents.

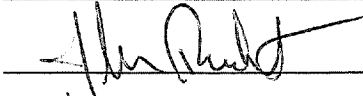
AND said Assignor hereby covenants and agrees, for both the Assignor and the Assignor's legal representatives, that the Assignor will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignor will execute and deliver to the Assignee to carry out the terms of this Assignment. Assignor authorizes attorney or agent to fill in the U.S. Application Serial No. above, if required.

ASSIGNMENT - CONTINUED

AND said Assignor authorizes and requests the Commissioner of Patents to issue Letters Patent on said application, and on any all divisions and continuations thereof, to said Assignee, its assigns and legal representatives, in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, this Assignment is executed by said Assignor, on the date(s) listed below.

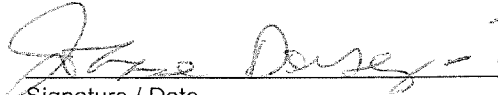
Name of First Inventor: John Ruckart

Signature of Inventor: 

Date: 3/31/09

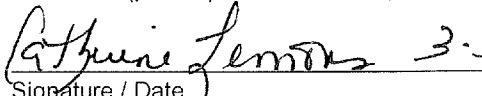
Witnesses for Inventor

First Witness:

 - 3-31-09
Signature / Date

Joanne Dorsey
Full Name (printed)

Second Witness:

 3-31-09
Signature / Date

Catherine Lemons
Full Name (printed)

ASSIGNMENT - CONTINUED

Name of Second Inventor: **Robert Starr**_____

Signature of Inventor: _____

Date: _____

Witnesses for Inventor

First Witness: _____
Signature / Date

Full Name (printed)

Second Witness: _____
Signature / Date

Full Name (printed)