PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Harpal S. Bassali	01/18/2010
Marcelo D. Lechner	01/18/2010
Michael P. Ruffini	01/19/2010
Armando P. Stettner	01/20/2010

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:	12690544

CORRESPONDENCE DATA

Fax Number: (703)351-3665

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

Phone: 703-351-3579
Email: alg@alg-ip.com

Correspondent Name: VERIZON PATENT MANAGEMENT GROUP

Address Line 1: 1320 North Court House Road

Address Line 2: 9th Floor

Address Line 4: ARLINGTON, VIRGINIA 22201-2909

NAME OF SUBMITTER: Travis K. Laird

Total Attachments: 4

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PATENT S01070705 REEL: 023818 FRAME: 0707

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For good and valuable consideration, the receipt of which is hereby acknowledged, I/We, the undersigned:

1. 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 right, title and interest in and to any and all improvements which are described in the application for United States Letters Patent entitled

METHODS AND SYSTEMS FOR DYNAMICALLY INSERTING AN ADVERTISEMENT INTO A PLAYBACK OF A RECORDED MEDIA CONTENT INSTANCE

PLAYBACK OF A RECORDED MEDIA	CONTENT INSTANCE
Which has been executed by the under I/we hereby authorize and request the Assignee, its succinsert here in the parentheses (Application Number date and application number of said application when know	, filed) the filing
which was filed on and ass	signed Application No.
and in and to said application, and all divisional, continuin all other application for Letters Patent which have been or countries on any of said improvements or based on said ap- patents which have been or shall be issued in the United applications, and in and to all rights of priority resulting fr and to all rights which may exist under the Internation Property to any of the foregoing;	shall be filed in the United States and all foreign oplication; and in and to all original and reissucc I States and foreign countries from any of said om the filing of any of said applications; and in
II. agree that said Assignee may apply for and receive Letters Pate when requested, without charge to, but at the expense of, representatives, to carry out in good faith the intent and p execute all divisional, continuing, substitute, renewal, reis all said improvements; execute all rightful oaths, assign communicate to said Assignee, its successors, assigns, and relating to said improvements and the history thereof; ar Assignee, its successors, assigns or representatives shall maintaining proper patent protection for said improvement all applications for patents and all patents on said improvement assigns; and	said Assignee, its successors, assigns and legal urpose of this Assignment, the undersigned will sue, and all other patent application on any and naments, powers of attorney and other papers a representatives, all facts known to undersigned depending do everything possible which said consider desirable for aiding in securing and its and for vesting title to said improvements and
III. covenant with said Assignee, its successors, assigns and le mortgage, license, or other agreement affecting the rights others by the undersigned, and that full right to convey the undersigned.	and property herein identified has been made to
IN WITNESS to my/our agreement to the foregoing, I/we have exec	nuted this Assignment as set forth below:
Verizon entity (Assignee): Verizon Patent and Licensing, Inc., hav Basking Ridge, NJ 07920.	ving a place of business at One Verizon Way
ASSIGNORS: PM	/ /
	1e: 1/18/2010
	te:
Marcelo D. Lechner Signature: Da	ite:
Michael P. Ruffini	ite:
Armando P. Stettner	

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	which has been executed by th			
	I/we hereby authorize and request the Assignee,			
	insert here in the parentheses (Application Numbe	r	, filed) the filing
	date and application number of said application who	n known.		
	which was filed on	and assigned A	Application No.	
	and in and to said application, and all divisional, of all other application for Letters Patent which have becountries on any of said improvements or based on patents which have been or shall be issued in the applications, and in and to all rights of priority result and to all rights which may exist under the Interpretation of the foregoing;	cen or shall be said applicatio United States Ilting from the	filed in the United on; and in and to all and foreign count filing of any of sai	States and all foreign original and reissued ries from any of said d applications; and in
	e that said Assignce may apply for and receive Lett when requested, without charge to, but at the experepresentatives, to carry out in good faith the inten- execute all divisional, continuing, substitute, renew- all said improvements; execute all rightful oaths communicate to said Assignce, its successors, assig- relating to said improvements and the history the Assignce, its successors, assigns or representative maintaining proper patent protection for said impro- all applications for patents and all patents on sai assigns; and	nse of, said Ast and purpose of all, reissue, and sasignments, and represented; and genees shall considuements and for	ssignee, its success of this Assignment if all other patent a powers of attorn entatives, all facts l rally do everything er desirable for ai or vesting litle to se	ors, assigns and legal, the undersigned will pplication on any and ey and other papers; cnown to undersigned possible which said ding in securing and improvements and
	enant with said Assignee, its successors, assigns mortgage, license, or other agreement affecting the others by the undersigned, and that full right to coundersigned.	rights and pro	perty herein identif	hed has been made to
IN WIT	NESS to my/our agreement to the foregoing, I/we ha	ve executed thi	s Assignment as se	t forth below:
	entity (Assignee): <u>Verizon Patent and Licensing, I</u> <u>Ridge, NJ 07920</u> .	nc., having a p	lace of business at	One Verizon Way
ASSIGN	ORS:			
Signature	e:	Date:		
Signature	Harpal S. Bassali	Date:	1/18/10	
Signature	b:	Date:		
Signature	Michael P. Ruffini	Date:		
วาฐแสเนเร	Armando P. Stettner			
	and according to a state of the paper of the			

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	I/we hereby authorize and request the Assig	by the undersigned concurrently herewith, and in which case mee, its successors, assigns and/or legal representatives, to umber, filed) the filing n when known.
	which was filed on	and assigned Application No.
	all other application for Letters Patent which he countries on any of said improvements or base patents which have been or shall be issued in applications, and in and to all rights of prioritic	nal, continuing, substitute, renewal, reissue, provisional, and lave been or shall be filed in the United States and all foreigned on said application; and in and to all original and reissued in the United States and foreign countries from any of said y resulting from the filing of any of said applications; and in a International Convention for the Protection of Industrial
II. agr	when requested, without charge to, but at the representatives, to carry out in good faith the execute all divisional, continuing, substitute, all said improvements; execute all rightful communicate to said Assignee, its successors, relating to said improvements and the history Assignee, its successors, assigns or represen maintaining proper patent protection for said in the s	e Letters Patent for improvements in its own name; and that, expense of, said Assignee, its successors, assigns and legal intent and purpose of this Assignment, the undersigned will renewal, reissue, and all other patent application on any and oaths, assignments, powers of attorncy and other papers; assigns, and representatives, all facts known to undersigned by thereof; and generally do everything possible which said tatives shall consider desirable for aiding in securing and improvements and for vesting title to said improvements and in said improvements, in said Assignee, its successors and
III. cov	mortgage, license, or other agreement affecting	rights and legal representatives that no assignment, grant, g the rights and property herein identified has been made to to convey the same as herein expressed is possessed by the
IN WIT	NESS to my/our agreement to the foregoing, I/w	e have executed this Assignment as set forth below:
Verizon <u>Basking</u>	entity (Assignee): Verizon Patent and Licensi Ridge, NJ 07920.	ng, Inc., having a place of business at One Verizon Way
ASSIGN	NORS:	
Signatur	re:	Date:
Signatur		Date:
Signatur	me: Marcelo D. Lechner	Date: 1-19-10
Signatur		Date:
	Armando P. Stettner	

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which was filed on	and assigned Application No.
all other application for Letters Patent which have be countries on any of said improvements or based on patents which have been or shall be issued in the applications, and in and to all rights of priority rest	ontinuing, substitute, renewal, reissue, provisional, and seen or shall be filed in the United States and all foreign said application; and in and to all original and reissued United States and foreign countries from any of said alting from the filing of any of said applications; and in smational Convention for the Protection of Industrial
representatives, to carry out in good faith the inten- execute all divisional, continuing, substitute, renew- all said improvements; execute all rightful oaths communicate to said Assignee, its successors, assig- relating to said improvements and the history the Assignee, its successors, assigns or representative maintaining proper patent protection for said impro-	cers Patent for improvements in its own name; and that, muse of, said Assignee, its successors, assigns and legal t and purpose of this Assignment, the undersigned will val, reissue, and all other patent application on any and and, assignments, powers of attorney and other papers; gns, and representatives, all facts known to undersigned reof; and generally do everything possible which said as shall consider desirable for aiding in securing and evernents and for vesting title to said improvements and dimprovements, in said Assignee, its successors and
	and legal representatives that no assignment, grant, rights and property herein identified has been made to nvey the same as herein expressed is possessed by the
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ASSIGNORS:	
Signature:	Date:
Harpal S. Bassali Signature:	Date:
Marcelo D. Lechner	
Signature: Michael P. Ruffini Michael P. Ruffini	Date:
Signature: Armando P. Stettner	

RECORDED: 01/20/2010