

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<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>Harpal S. Bassali</td> <td>01/18/2010</td> </tr> <tr> <td>Marcelo D. Lechner</td> <td>01/18/2010</td> </tr> <tr> <td>Michael P. Ruffini</td> <td>01/19/2010</td> </tr> <tr> <td>Armando P. Stettner</td> <td>01/20/2010</td> </tr> </tbody> </table>		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
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CORRESPONDENCE DATA											
<p>Fax Number: (703)351-3665 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>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</p>											
NAME OF SUBMITTER:	Travis K. Laird										
<p>Total Attachments: 4 source=20090707_Assignment#page1.tif source=20090707_Assignment#page2.tif</p>											

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PATENT
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ASSIGNMENT

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

- I 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

☒ which has been executed by the undersigned concurrently herewith, and in which case I/we hereby authorize and request the Assignee, its successors, assigns and/or legal representatives, to insert here in the parentheses (Application Number _____, filed _____) the filing date and application number of said application when known.

☐ which was filed on _____ and assigned Application No. _____

and in and to said application, and all divisional, continuing, substitute, renewal, reissue, provisional, and all other application for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said improvements or based on said application; and in and to all original and reissued patents which have been or shall be issued in the United States and foreign countries from any of said applications, and in and to all rights of priority resulting from the filing of any of said applications; and in and to all rights which may exist under the International Convention for the Protection of Industrial Property to any of the foregoing;

- II. agree that said Assignee may apply for and receive Letters Patent for improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent application on any and all said improvements; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said improvements, in said Assignee, its successors and assigns; and
- III. covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein identified has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

IN WITNESS to my/our agreement to the foregoing, I/we have executed this Assignment as set forth below:

Verizon entity (Assignee): Verizon Patent and Licensing, Inc., having a place of business at One Verizon Way Basking Ridge, NJ 07920.

ASSIGNORS:

Signature: _____

Harpal S. Bassali

Date: 1/18/2010

Signature: _____

Marcelo D. Lechner

Date: _____

Signature: _____

Michael P. Ruffini

Date: _____

Signature: _____

Armando P. Stettner

Date: _____

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Signature: _____	Date: _____
Signature: <u>Harpal S. Bassali</u>	Date: _____
Signature: <u>Marcelo D. Lechner</u>	Date: <u>11/18/10</u>
Signature: _____	Date: _____
Signature: <u>Michael P. Ruffini</u>	Date: _____
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