PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Brian F. Roberts	06/04/2010
Harpal S. Bassali	06/04/2010
Sudhanshu Sharma	06/04/2010
Donald H. Relyea	06/04/2010
Raul Aldrey	06/04/2010
Japan A. Mehta	06/08/2010

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:	12797794

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

PATENT

REEL: 024514 FRAME: 0747

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Total Attachments: 5

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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 GENERATING A PERSONALIZED VERSION OF A MEDIA CONTENT PROGRAM FOR A USER

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 filled 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: Date: 6/4/0
Signature: Date:
Harpal S. Bassali Signature: Date:
Signature: Date: Date:
Donald H. Relyea

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 GENERATING A PERSONALIZED VERSION OF A MEDIA CONTENT PROGRAM FOR A USER

	⊠which has been executed b	wethania.		
	Which has been executed by I/we hereby authorize and request the Assign insert here in the parentheses (Application Nu	by the undersigned co	oncurrently here	with, and in which case
	insert here in the parentheses (Application M.		assigns and/or le	egal representatives, to
	insert here in the parentheses (Application Nu date and application number of said application	when known.	_, filed) the filing
	which was filed on	and assigned Ap	plication No.	
	and in and to said application, and all divisions all other application for Letters Patent which ha countries on any of said improvements or based patents which have been or shall be issued in applications, and in and to all rights of priority and to all rights which may exist under the Property to any of the foregoing;	al, continuing, substive been or shall be fill on said application; the United States at	tute, renewal, reiled in the Unite and in and to all the foreign coun	d States and all foreign il original and reissued tries from any of said
П. ад	when requested, without charge to, but at the ex- representatives, to carry out in good faith the in- execute all divisional, continuing, substitute, rer- all said improvements; execute all rightful on- communicate to said Assignee, its successors, as- relating to said improvements and the history to Assignee, its successors, assigns or representate maintaining proper patent protection for said impall applications for patents and all patents on a assigns; and	tent and purpose of lewal, reissue, and a ths, assignments, possigns, and represent hereof; and generall lives shall consider	this Assignment Il other patent a owers of attornatives, all facts l by do everything desirable for ai	cors, assigns and legal, the undersigned will pplication on any and ey and other papers; known to undersigned a possible which said ding in securing and
Ш. сол	wenant with said Assignee, its successors, assign mortgage, license, or other agreement affecting to others by the undersigned, and that full right to undersigned.	ns and legal represons the rights and proper convey the same as	entatives that noty herein expressed	o assignment, grant, ied has been made to d is possessed by the
IN WIT	NESS to my/our agreement to the foregoing, I/we i	nave executed this As	ssignment as set	forth below:
Verizon Basking	entity (Assignee): Verizon Patent and Licensing, Ridge, NJ 07920	Inc., having a place	of business at Q	ne Verizon Way
ASSIGN				·
Signatur	e:	Date:		
Signature	e: Jenare Roberts	Date: 6/4/	/,,,	
Signature				
Signature	Sudhanshu Sharma			
	Donald H. Relyea	_ Date:		

Page 1 of 2

ASSIGNMENT

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

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METHODS AND SYSTEMS FOR GENERATING A PERSONALIZED VERSION OF A MEDIA CONTENT PROGRAM FOR A USER

I/we hereby authorize and request the Assignee, it	undersigned concurrently herewith, and in which case s successors, assigns and/or legal representatives, to, filed) the filing known.
which was filed on a	nd assigned Application No.
all other application for Letters Patent which have be countries on any of said improvements or based on s patents which have been or shall be issued in the tapplications, and in and to all rights of priority resul	ntinuing, substitute, renewal, reissue, provisional, and en or shall be filed in the United States and all foreign aid application; and in and to all original and reissued United States and foreign countries from any of said ting from the filing of any of said applications; and in national Convention for the Protection of Industrial
representatives, to carry out in good faith the intent execute all divisional, continuing, substitute, renewa all said improvements; execute all rightful oaths, communicate to said Assignee, its successors, assign relating to said improvements and the history there Assignee, its successors, assigns or representatives maintaining proper patent protection for said improv	rs Patent for improvements in its own name; and that, se of, said Assignee, its successors, assigns and legal and purpose of this Assignment, the undersigned will it, reissue, and all other patent application on any and assignments, powers of attorney and other papers; is, and representatives, all facts known to undersigned tof; and generally do everything possible which said is shall consider desirable for aiding in securing and ements and for vesting title to said improvements and improvements, in said Assignee, its successors and
	and legal representatives that no assignment, grant, rights and property herein identified has been made to vey the same as herein expressed is possessed by the
IN WITNESS to my/our agreement to the foregoing, I/we have	e executed this Assignment as set forth below:
Verizon entity (Assignee): Verizon Patent and Licensing, In Basking Ridge, NJ 07920.	c., having a place of business at One Verizon Way
ASSIGNORS:	
Signature:	Date:
Brian F. Roberts Signature:	Date:
Signature: Harpal S. Bassali	Date: Jun 04, 2010
Sudhanshu Sharma Signature:	Date:
Donald H. Relyea	Date:

		Verizon Invention Assignment for Verizon Reference No.: 20100175
Signature:		Date: 06/04/10
Signature:	Raul I. Aldrey	Date:
	Japan A. Mehta	

PATENT

REEL: 024514 FRAME: 0752

Verizon Invention Assignment for Verizon Reference No.: 20100175

Page 2 of 2

Signature: Date: D

RECORDED: 06/10/2010