

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jeyhan Karaoguz	08/24/2010
Nambirajan Seshadri	08/24/2010
RECEIVING PARTY DATA	
Name:	Broadcom Corporation
Street Address:	5300 California Avenue
City:	Irvine
State/Country:	CALIFORNIA
Postal Code:	92617
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12880668
CORRESPONDENCE DATA	
Fax Number:	(312)775-8100
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(312) 775-8000
Email:	dlong@mcandrews-ip.com
Correspondent Name:	McAndrews, Held & Malloy, Ltd.
Address Line 1:	500 West Madison Street
Address Line 2:	Suite 3400
Address Line 4:	Chicago, ILLINOIS 60661
ATTORNEY DOCKET NUMBER:	21047US02
NAME OF SUBMITTER:	Shawn L. Peterson
<p>Total Attachments: 3</p> <p>source=21047US02_Assignment#page1.tif</p> <p>source=21047US02_Assignment#page2.tif</p>	

CH \$40.00 12880668

501315602

PATENT
REEL: 025116 FRAME: 0026

ASSIGNMENT

File No.: 21047US02

Serial No.: 12/880,668

Inventor: Jeyhan Karaoguz
Nambirajan Seshadri

Filing Date: September 13, 2010

In consideration of One Dollar (\$1.00) and other good and valuable considerations in hand paid, the receipt and sufficiency whereof are hereby acknowledged, each of the undersigned hereby assigns to Broadcom Corporation, incorporated under the laws of the state of California, its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, entitled: SYSTEM AND METHOD IN A TELEVISION SYSTEM FOR RESPONDING TO USER-SELECTION OF AN OBJECT IN A TELEVISION PROGRAM BASED ON USER LOCATION and identified as File No. 21047US02, in the offices of McANDREWS, HELD & MALLOY, LTD., and in a provisional application filed in the United States Patent and Trademark Office as Serial No. 61/242,234 on September 14, 2009, and in said application and any and all other applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any continuation, continuation-in-part, divisional, re-examination, reissue or extension of such patents, and further assigns to said assignee the priority right provided by the International Convention.

Each of the undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee. Each of the undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the filing date and serial number of said application when officially known. Each of the undersigned warrants himself/herself to be the owner of the entire right, title and interest in said invention or improvements and to have the right to make this assignment, and further warrants that there are no outstanding prior assignments, licenses, or other encumbrances on the interest herein assigned.

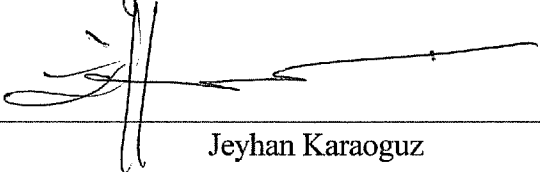
For said considerations, each of the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all continuation, continuation-in-part, divisional, re-examination, extension, and substitute applications for said invention or improvements, and any necessary oath, affidavit or declaration relating thereto, and any application for the reissue, re-examination, or extension of any Letters Patent that may be granted upon said application, and any and all applications and other document for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns may deem necessary or expedient, and for the said considerations each of the undersigned authorizes said assignee to apply for patents for said invention or improvements in its own name in such countries where such procedure is proper and further agrees, upon the request of said assignee, its successors and assigns, to cooperate to the best of the ability of the undersigned with said assignee, its successors and assigns, in any proceedings or transactions involving such applications or patents, including the preparation and execution of preliminary statements, giving and producing evidence and performing any and all other acts necessary to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in the assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by the said assignee, its successors and assigns, to the full end of the term for which said Letters Patent

PATENT

REEL: 025116 FRAME: 0028

will be granted, as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment had not been made.

WITNESS my hand this 24th day of August, 2010.



Jeyhan Karaoguz

WITNESS my hand this 24th day of August, 2010.

Najia Seshadri
Nambirajan Seshadri