

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	ASSIGNMENT																
CONVEYING PARTY DATA																	
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Ranjeet Kumar</td><td>01/21/2011</td></tr><tr><td>Ramy S. Ayoub</td><td>01/18/2011</td></tr><tr><td>Lei Cao</td><td>01/20/2011</td></tr><tr><td>Jiong Li</td><td>01/20/2011</td></tr><tr><td>Mohammed Safiq Mohammed Iqbal</td><td>01/20/2011</td></tr><tr><td>Hui Shen</td><td>01/20/2011</td></tr><tr><td>Kok Meng Wong</td><td>01/14/2011</td></tr></tbody></table>		Name	Execution Date	Ranjeet Kumar	01/21/2011	Ramy S. Ayoub	01/18/2011	Lei Cao	01/20/2011	Jiong Li	01/20/2011	Mohammed Safiq Mohammed Iqbal	01/20/2011	Hui Shen	01/20/2011	Kok Meng Wong	01/14/2011
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RECEIVING PARTY DATA																	
<table border="1"><tr><td>Name:</td><td>Motorola Mobility, Inc.</td></tr><tr><td>Street Address:</td><td>600 North US Highway 45</td></tr><tr><td>City:</td><td>Libertyville</td></tr><tr><td>State/Country:</td><td>ILLINOIS</td></tr><tr><td>Postal Code:</td><td>60048</td></tr></table>		Name:	Motorola Mobility, Inc.	Street Address:	600 North US Highway 45	City:	Libertyville	State/Country:	ILLINOIS	Postal Code:	60048						
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PROPERTY NUMBERS Total: 1																	
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>13012849</td></tr></tbody></table>		Property Type	Number	Application Number:	13012849												
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CORRESPONDENCE DATA																	
Fax Number: (847)523-2350 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																	
Phone: 8475231276																	
Email: docketing.mobility@motorola.com																	
Correspondent Name: Motorola Mobility, Inc.																	
Address Line 1: 600 North US Highway 45																	
Address Line 4: Libertyville, ILLINOIS 60048																	
ATTORNEY DOCKET NUMBER:	CS37831																

501415574

PATENT
REEL: 025688 FRAME: 0814

CH \$40.00 13012849

NAME OF SUBMITTER:

Nanette B. Orr

Total Attachments: 8

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ASSIGNMENT AND AGREEMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, we, **RANJEET KUMAR, SINGAPORE; RAMY S. AYOUB, ARLINGTON HEIGHTS, ILLINOIS; LEI CAO, SINGAPORE; JIONG LI, SINGAPORE; MOHAMMED SAFIQ MOHAMMED IQBAL, SINGAPORE; HUI SHEN, SHANGHAI, CHINA AND KOK MENG WONG, SINGAPORE**, have sold, assigned and transferred, and do hereby sell, assign and transfer, unto **MOTOROLA MOBILITY, INC.**, a corporation of the State of Delaware, having its principal office in Libertyville, State of Illinois, United States of America, and its successors, assigns, and legal representatives, (the "Assignee"), the entire right, title and interest in and to certain inventions entitled "**Method of Selecting Advertisements of Various Duration**" as described, illustrated in Motorola Disclosure ID (**61538**) **CS37831** and as described, illustrated and claimed in the following applications:

- 1). U.S. Application filed herein entitled "**METHOD AND APPARATUS FOR MANAGING TARGETED ADVERTISEMENTS FOR A LINEAR TELEVISION SERVICE.**"

I hereby also sell, assign and transfer unto Assignee, the entire right, title and interest in and to other applications for Letters Patent on the inventions referenced in this Assignment and Agreement, and all rights, title and interest in and to all applications for Letters Patent in respect of the invention filed under any and all international conventions and treaties together with the entire right, title and interest in and to Letters Patent which may be issued upon the application(s) or any application(s) otherwise claiming priority thereto, and upon any divisions, extensions, continuations, reissues and/or re-examinations of such application(s).

I further authorize Assignee to apply for Letters Patent directly in its own name where applicable, and to claim priority of the filing date of the application for Letters Patent filed under the laws of the applicable country and under the provisions of any and all international conventions and treaties.

I hereby authorize Assignee to request the Commissioner of Patents of the United States of America to issue any Letters Patents upon the aforesaid application, divisions, extensions, continuations, reissues or re-examinations, to Assignee, for the sole use and benefit of Assignee, to the full end of the term for which Letters Patent may be granted, the same as they would have been held and enjoyed by me had this assignment not been made, and I hereby authorize

Assignee to request the equivalent authorities in foreign countries to issue the patents of their respective countries to Assignee.

I agree that, when requested, I will, without charge to Assignee, but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing, maintaining and enforcing patents for the inventions in any and all countries and for vesting title thereto in Assignee.

I covenant with Assignee that the interest and property hereby conveyed is free from all prior assignment, grant, mortgage, license or other encumbrance.

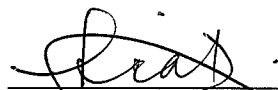
Ranjeet Kumar.
RANJEET KUMAR

DATE: 21-JAN-2011

Signed In:

City: SINGAPORE

Country: SINGAPORE

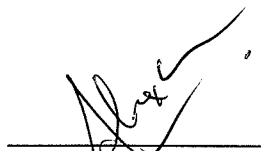

Witness No.1 Signature

Date: 21-JAN-2011

ER WEE LIAT
Witness No.1 Name

#22-05, 76 BUKIT BATOK EAST AVE 2
Witness No.1 Residential Address

SINGAPORE 659920
Witness No.1 Residential Address


Witness No.2 Signature

Date: 21-JAN-2011

Alex Chan
Witness No.2 Name

Block 9A, Pasir Ris Drive 4
Witness No.2 Residential Address

#02-17, Singapore 519463
Witness No.2 Residential Address



RAMY S. AYOUB

DATE:

1/18/2011

Signed In:

City: Libertyville

Country: USA



Witness No.1 Signature

Thomas J. Ziomek

Witness No.1 Name

12 Green Pastures

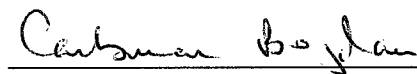
Witness No.1 Residential Address

Algonquin, IL 60102

Witness No.1 Residential Address

Date:

1/18/2011



Witness No.2 Signature

BOGDAN CARBURAR

Witness No.2 Name

163 S. MONTEREY AVE.

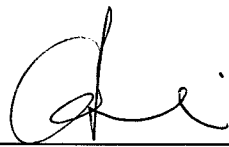
Witness No.2 Residential Address

ELMHURST, IL, 60126

Witness No.2 Residential Address

Date:

1/18/2011




LEI CAO

DATE: 20/Jan/2011

Signed In:

City: Singapore

Country: Singapore



Witness No.1 Signature

Date: 21-JAN-2011

ER WEE LIAT


Witness No.1 Name

#22-05, ABUKIT BATOK EAST AVE 2

Witness No.1 Residential Address

SINGAPORE 619920

Witness No.1 Residential Address



Witness No.2 Signature

Date: 21-JAN-2011

Alex Chan

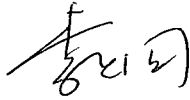
Witness No.2 Name

Block 9A, Pasir Ris Drive 4

Witness No.2 Residential Address

#02-17, Singapore 519463

Witness No.2 Residential Address



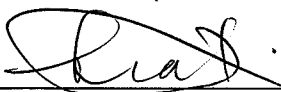
JIONG LI

DATE: Jan. 20. 2011

Signed In:

City: Singapore

Country: Singapore



Witness No.1 Signature

ER WEE LIAT

Witness No.1 Name

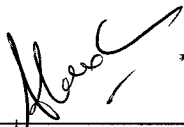
#22-05, 76 BUKET BATOK EAST AVE 2

Witness No.1 Residential Address

SINGAPORE 619920

Witness No.1 Residential Address

Date: 21-JAN-2011



Witness No.2 Signature

Alex Chen

Witness No.2 Name

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Witness No.2 Residential Address

#02-17, Singapore 519463

Witness No.2 Residential Address

Date: 21-JAN-2011

Mmd. Safiq
MOHAMMED SAFIQ MOHAMMED
IQBAL

DATE: 20 JAN 2011

Signed In:

City: SINGAPORE

Country: SINGAPORE

[Signature]
Witness No.1 Signature

Date: 21-JAN-2011

ER WEE LIAT
Witness No.1 Name

#22-05, 76 BUKIT BATOK EAST AVE 2
Witness No.1 Residential Address

SINGAPORE 659920
Witness No.1 Residential Address

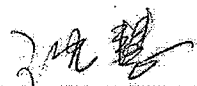
[Signature]
Witness No.2 Signature
Alex Chan

Date: 21-JAN-2011

Witness No.2 Name

Block 9A, Palm Drive 4
Witness No.2 Residential Address

#02-17, Singapore 519463
Witness No.2 Residential Address



HUI SHEN

DATE: 20/01/2011

Signed In:

City: Sydney

Country: Australia

JADE WEI SI

Witness No.1 Signature

Date: 20/01/2011

JADE WEI SI


Witness No.1 Name

14/30 GORDON ST

Witness No.1 Residential Address

BURWOOD NSW 2134 AUSTRALIA

Witness No.1 Residential Address



Witness No.2 Signature

Date: 20/01/2011

Eugene YU JIE


Witness No.2 Name

14/30 Gordon Street

Witness No.2 Residential Address

Burwood NSW 2134 Australia

Witness No.2 Residential Address



KOK MENG WONG

DATE: 14 Jan 2011

Signed In:

City: SINGAPORE

Country: SINGAPORE


Witness No.1 Signature

Date: 21 - JAN - 2011

ER WEE LTAT


Witness No.1 Name

#22-05, 26 BUKIT BATOK EAST AVE 2

Witness No.1 Residential Address

SINGAPORE 659920

Witness No.1 Residential Address


Witness No.2 Signature

Date: 21-JAN-2011

Alex Chan

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Witness No.2 Residential Address

#02-17, Singapore 519463

Witness No.2 Residential Address