

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Walter R. Klappert	06/27/2011
Michael R. Nichols	06/27/2011
RECEIVING PARTY DATA	
Name:	United Video Properties, Inc.
Street Address:	2830 De La Cruz Boulevard
City:	Santa Clara
State/Country:	CALIFORNIA
Postal Code:	95050
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13170633
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	003597-0582-101
NAME OF SUBMITTER:	Tina M. Gill
Total Attachments: 2 source=UV_582_Assignment#page1.tif source=UV_582_Assignment#page2.tif	

CH \$40.00 13170633

A S S I G N M E N T

Whereas we, 1) Walter R. Klappert; and;
 2) Michael R. Nichols

residing at: 1) 801 S. Grand Avenue - #1511
 Los Angeles, CA 90017 ; and

 2) 4926 Commonwealth Avenue
 La Canada-Flintridge, CA 91011

respectively, have made an invention in:

SYSTEMS AND METHODS FOR GENERATING AND DISPLAYING USER
PREFERENCE TAG CLOUDS

and are about to make application for United States Letters Patent therefor, the same having been executed by each of us on even date or dates herewith; and

WHEREAS, UNITED VIDEO PROPERTIES, INC., a corporation organized and existing under the laws of the State of Delaware and having an office and place of business at 2830 De La Cruz Boulevard, Santa Clara, CA 95050, is desirous of acquiring the entire interest in said invention, said United States patent application and in any Letters Patent which may issue thereon;

NOW, THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) to each of us paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, each of us hereby sells, assign and transfer unto the said UNITED VIDEO PROPERTIES, INC., its successors, assigns and legal representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States patent application, including any continuations and divisions thereof, and any substitute applications therefor, and any patents which may

issue thereon, and any reissues of the same, and including the right to claim priority under the International Convention based on said patent application; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; and each of us hereby authorizes and requests competent authorities to grant and issue any and all patents on said invention to the said UNITED VIDEO PROPERTIES, INC. as the assignee of the entire interest therein; and each of us further agrees to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

IN TESTIMONY WHEREOF, we have hereunto signed our names on the date indicated hereinafter.

6/27/11
Date:


Walter R. Klappert

6/27/11
Date:


Michael R. Nichols