

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MABRY W. TYSON	07/27/2011
DOUGLAS E. APPELT	07/19/2011
MIN YIN	07/19/2011
WILLIAM JARROLD	07/26/2011
RECEIVING PARTY DATA	
Name:	SRI INTERNATIONAL
Street Address:	333 RAVENSWOOD AVENUE
City:	MENLO PARK
State/Country:	CALIFORNIA
Postal Code:	94025
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13118226
CORRESPONDENCE DATA	
Fax Number:	(202)842-7899
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	6508435622
Email:	bjutras@cooley.com
Correspondent Name:	COOLEY LLP
Address Line 1:	777 - 6TH STREET NW, SUITE 1100
Address Line 2:	WILLIAM S. GALLIANI HN
Address Line 4:	WASHINGTON, DISTRICT OF COLUMBIA 20001
ATTORNEY DOCKET NUMBER:	TRAP-001/01US 312579-2001
NAME OF SUBMITTER:	William S. Galliani-bj
Total Attachments: 4 source=TRAP-001-01US_08-16-11_Assignment#page1.tif source=TRAP-001-01US_08-16-11_Assignment#page2.tif source=TRAP-001-01US_08-16-11_Assignment#page3.tif source=TRAP-001-01US_08-16-11_Assignment#page4.tif	

CH \$40.00 13118226

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**PATENT
 REEL: 026758 FRAME: 0424**

ASSIGNMENT

Mabry W. Tyson, residing at 1345 Sunrise Court, Los Altos, CA 94024; Douglas E. Appelt, residing at 425 Creekside Drive, Palo Alto, CA 94306; Min Yin, residing at 1440 Longfellow Way, San Jose, CA 95129; and William Jarrold, residing at 1805 Anderson #20, Davis, CA 95161 (each referred to as "Assignor") have made an invention(s) (the "Invention(s)") set forth in an application for patent of the United States, entitled APPARATUS AND METHOD FOR PERSONALIZED DELIVERY OF CONTENT FROM MULTIPLE DATA SOURCES, and which is a:

- (1) provisional application
 (a) to be filed herewith; or
 (b) bearing Application No. _____, and filed on _____; or
- (2) non-provisional application
 (a) to be filed herewith; or
 (b) bearing Application No. 13/118,226, and filed on May 27, 2011.

WHEREAS, SRI International, a corporation duly organized under and pursuant to the laws of California, and having its principal place of business at 333 Ravenswood Avenue, Menlo Park, CA 94025 (the "Assignee"), is desirous of acquiring the entire right, title, and interest in: the Invention; the application for patent identified in paragraph (1) or (2); the right to file applications for patent of the United States or other countries on the Invention; any application for patent of the United States or other countries claiming priority to these application; any provisional or other right to recover damages, including royalties, for prior infringements of these applications; and any patent of the United States or other countries that may be granted therefor or thereon.

NOW, THEREFORE, for good and sufficient consideration, the receipt of which is hereby acknowledged, and to the extent that the Assignor has not done so already via a prior agreement with the Assignee, or if the Assignor has already done so via a prior agreement with the Assignee then in confirmation of any obligation to do so in said prior agreement, the Assignor has sold, assigned, transferred, and set over, and by these presents does sell, assign, transfer, and set over, unto the Assignee, its successors, legal representatives, and assigns, the Assignor's entire right, title, and interest in:

- (a) the Invention(s);
 (b) the application for patent identified in paragraph (1) or (2);
 (c) the right to file applications for patent of the United States or other countries on the Invention(s), including all rights under the Paris Convention for the Protection of Industrial Property and under the Patent Cooperation Treaty;
 (d) any application(s) for patent of the United States or other countries claiming the Invention(s);
 (e) any application(s) for patent of the United States or other countries claiming priority to the application for patent identified in paragraph (1) or (2) or any application(s) for patent claiming the Invention(s), including any division(s), continuation(s), and continuation(s)-in-part; and

(f) any provisional or other right to recover damages, including royalties, for prior infringements of any application for patent identified in the preceding paragraphs (b)-(e); and

(g) any patent(s) of the United States or other countries that may be granted for or on any application for patent identified in the preceding paragraphs (b) - (e), including any reissue(s) and extension(s) of said patent(s).

The above-granted rights, titles, and interests are to be held and enjoyed by the Assignee, for its own use and behalf and the use and behalf of its successors, legal representatives, and assigns, as fully and entirely as the same would have been held and enjoyed by the Assignor had this sale and assignment not been made.

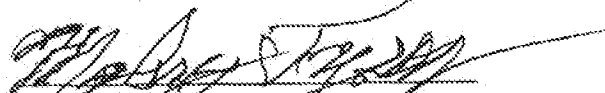
The Assignor hereby represents to the Assignee, its successors, legal representatives, and assigns, that, at the time of execution and delivery of these presents, or if applicable, at such time said prior agreement was executed, the Assignor is a lawful owner of an undivided interest in the entire right, title, and interest in and to the Invention(s), that the Invention(s) are unencumbered, except, if applicable, by obligation to assign in accordance with said prior agreement, and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner set forth herein.

The Assignor hereby covenants and agrees to and with the Assignee, its successors, legal representatives, and assigns, that the Assignor will sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done in connection with any and all proceedings for the procurement, maintenance, enforcement and defense of the Invention(s), said applications, and said patents, including interference proceedings, without charge to the Assignor, its successors, legal representatives, and assigns, but at the cost and expense of the Assignee, its successors, legal representatives, and assigns.

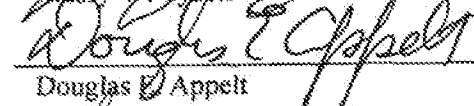
The Assignor hereby authorizes and requests the attorneys of COOLEY LLP to insert in the spaces provided above the filing date, the application number, and the attorney docket number of the application identified in paragraph (1) or (2) when known.

The Assignor hereby requests the Commissioner of Patents to issue said patents of the United States to the Assignee for the sole use and behalf of the Assignee, its successors, legal representatives, and assigns.

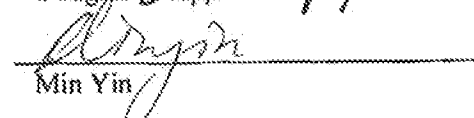
Date: 7/27/11

By: 
Gregory W. Lyson

Date: 7/19/11

By: 
Douglas E. Appelt

Date: 7/19/11

By: 
Min Yin

Date: _____

By: _____
William Jarrold

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NOW, THEREFORE, for good and sufficient consideration, the receipt of which is hereby acknowledged, and to the extent that the Assignor has not done so already via a prior agreement with the Assignee, or if the Assignor has already done so via a prior agreement with the Assignee then in confirmation of any obligation to do so in said prior agreement, the Assignor has sold, assigned, transferred, and set over, and by these presents does sell, assign, transfer, and set over, unto the Assignee, its successors, legal representatives, and assigns, the Assignor's entire right, title, and interest in:

- (a) the Invention(s);
 (b) the application for patent identified in paragraph (1) or (2);
 (c) the right to file applications for patent of the United States or other countries on the Invention(s), including all rights under the Paris Convention for the Protection of Industrial Property and under the Patent Cooperation Treaty;
 (d) any application(s) for patent of the United States or other countries claiming the Invention(s);
 (e) any application(s) for patent of the United States or other countries claiming priority to the application for patent identified in paragraph (1) or (2) or any application(s) for patent claiming the Invention(s), including any division(s), continuation(s), and continuation(s)-in-part; and

(f) any provisional or other right to recover damages, including royalties, for prior infringements of any application for patent identified in the preceding paragraphs (b)-(e); and

(g) any patent(s) of the United States or other countries that may be granted for or on any application for patent identified in the preceding paragraphs (b) – (e), including any reissue(s) and extension(s) of said patent(s).

The above-granted rights, titles, and interests are to be held and enjoyed by the Assignee, for its own use and behalf and the use and behalf of its successors, legal representatives, and assigns, as fully and entirely as the same would have been held and enjoyed by the Assignor had this sale and assignment not been made.

The Assignor hereby represents to the Assignee, its successors, legal representatives, and assigns, that, at the time of execution and delivery of these presents, or if applicable, at such time said prior agreement was executed, the Assignor is a lawful owner of an undivided interest in the entire right, title, and interest in and to the Invention(s), that the Invention(s) are unencumbered, except, if applicable, by obligation to assign in accordance with said prior agreement, and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner set forth herein.

The Assignor hereby covenants and agrees to and with the Assignee, its successors, legal representatives, and assigns, that the Assignor will sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done in connection with any and all proceedings for the procurement, maintenance, enforcement and defense of the Invention(s), said applications, and said patents, including interference proceedings, without charge to the Assignor, its successors, legal representatives, and assigns, but at the cost and expense of the Assignee, its successors, legal representatives, and assigns.

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The Assignor hereby requests the Commissioner of Patents to issue said patents of the United States to the Assignee for the sole use and behalf of the Assignee, its successors, legal representatives, and assigns.

Date: _____

By: _____
Mabry W. Tyson


Date: _____

By: _____
Douglas E. Appelt

Date: _____

By: _____
Min Yin

Date: July 26, 2011

By: 
William Jarrold