PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Sampath Raman	08/11/2011
Narendra B. Babu	08/11/2011
Kokila Somasundaram	08/11/2011

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:	13224643

CORRESPONDENCE DATA

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NAME OF SUBMITTER: Jeffrey R. Jeppsen

Total Attachments: 1

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PATENT REEL: 026850 FRAME: 0886 OF \$40.00 1322464

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

	DYNAMIC USER INTERFACE RENDERING BASED ON USAGE ANALYTICS DATA IN A
	MEDIA CONTENT DISTRIBUTION SYSTEM
	Which has been executed by the undersigned concurrently herewith, and in which case I/we hereby authorize and request the Assignee, its successors, assigns and/or legal representatives, to 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, an all other application for Letters Patent which have been or shall be filed in the United States and all foreig countries on any of said improvements or based on said application; and in and to all original and reissue patents which have been or shall be issued in the United States and foreign countries from any of sai applications, and in and to all rights of priority resulting from the filing of any of said applications; and if and to all rights which may exist under the International Convention for the Protection of Industrial Property to any of the foregoing;
II. agi	ree that said Assignce 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 Assignce, its successors, assigns and legar 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 an 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 an imaintaining 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. cov	venant with said Assignce, 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 WIT	NESS to my/our agreement to the foregoing, I/we have executed this Assignment as set forth below:
Verizor	n entity (Assignee): Verizon Patent and Licensing, Inc., having a place of business at One Verizon Way
ASSIG!	<u>g Ridge, NJ 07920</u> NORS:
Signatu	
Signatu	Sampath Raman
Signatu	Narendra B. Babu re: S KS 以 Date: 11-8-2011
	Kokila Somasundaram

RECORDED: 09/02/2011

PATENT

REEL: 026850 FRAME: 0887