

PATENT ASSIGNMENT

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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>Christopher John Patten</td> <td>10/05/2011</td> </tr> <tr> <td>Christopher David Caines</td> <td>10/05/2011</td> </tr> <tr> <td>Jeffrey Russell Eales</td> <td>06/17/2011</td> </tr> <tr> <td>Herve Murret-Labarthe</td> <td>08/11/2011</td> </tr> </tbody> </table>		Name	Execution Date	Christopher John Patten	10/05/2011	Christopher David Caines	10/05/2011	Jeffrey Russell Eales	06/17/2011	Herve Murret-Labarthe	08/11/2011		
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<table border="1"> <tr> <td>Name:</td> <td>British Sky Broadcasting Limited</td> </tr> <tr> <td>Street Address:</td> <td>Grant Way</td> </tr> <tr> <td>Internal Address:</td> <td>Isleworth</td> </tr> <tr> <td>City:</td> <td>Middlesex</td> </tr> <tr> <td>State/Country:</td> <td>UNITED KINGDOM</td> </tr> <tr> <td>Postal Code:</td> <td>TW7 5QD</td> </tr> </table>		Name:	British Sky Broadcasting Limited	Street Address:	Grant Way	Internal Address:	Isleworth	City:	Middlesex	State/Country:	UNITED KINGDOM	Postal Code:	TW7 5QD
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<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13388234</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13388234								
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CORRESPONDENCE DATA													
<p>Fax Number: (858)350-6111 Phone: 858-350-6100 Email: sstele@kilpatricktownsend.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Kilpatrick Townsend & Stockton LLP Address Line 1: Two Embarcadero Center Address Line 2: Eighth Floor Address Line 4: San Francisco, CALIFORNIA 94111</p>													
ATTORNEY DOCKET NUMBER:	70964-002300US-790697												
NAME OF SUBMITTER:	David A. Hall												
Total Attachments: 3 source=Assignmentfor BritishSky#page1.tif source=Assignmentfor BritishSky#page2.tif source=Assignmentfor BritishSky#page3.tif													

OP \$40.00 13388234

PATENT

ASSIGNMENT OF PATENT APPLICATION

WHEREAS, Christopher John Patten, Christopher David Caines, Jeffrey Russell Eales, and Herve Murret-Labarthe, all c/o British Sky Broadcasting Limited, Grant Way, Isleworth, Middlesex, TW7 5QD, United Kingdom, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: MEDIA INSERTION SYSTEM

Date(s) of Execution:

Filing Date: January 31, 2012

Application No.: 13/388,234 ; and

WHEREAS, British Sky Broadcasting Limited, Grant Way, Isleworth, Middlesex, Great Britain, TW7 5QD, United Kingdom, hereinafter referred to as "ASSIGNEE," is desirous of acquiring ASSIGNORS' interest in the said invention and application and in any U.S. Letters Patent which may be granted on the same;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer unto the said Assignees, and Assignees' successors and assigns, all their right, title and interest in and to the said invention and application, and in and to any Letters Patent which may hereafter be granted on the same in the United States, the said interest to be held and enjoyed by said Assignees as fully and exclusively as it would have been held and enjoyed by said Assignors had this Assignment and transfer not been made, to the full end and term of any Letters Patent which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignor, but at Assignee's expense, cooperate with Assignee in the prosecution of said application and/or applications, execute, verify, acknowledge and deliver all such further papers, including applications for Letters Patent and for the reissue thereof, and instruments of assignment and transfer thereof, and will perform such other acts as Assignee lawfully may request, to obtain or maintain Letters Patent for said invention and improvement, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Assignors hereby authorize and request Townsend and Townsend and Crew LLP, Two Embarcadero Center, Eighth Floor, San Francisco, CA 94111-3834, to insert herein above the application number and filing date of said application when known.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Dated: 10/05/2011


Christopher John Patten

SIGNATURE WITNESSED BY:

Dated: 10/5/2011


Signature of Witness

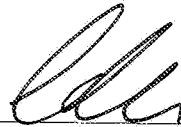
CARLA HALSEY
Printed Name

Dated: 10/5/2011


Signature of Witness

S. ROBINSON
Printed Name

Dated: 10/5/2011



Christopher David Caines

SIGNATURE WITNESSED BY:

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Signature of Witness

CARLA HALSEY
Printed Name

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S. ROBINSON
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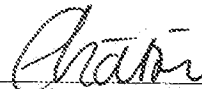
Dated: JUN 17 2011



Jeffrey Russell Eales

SIGNATURE WITNESSED BY:

Dated: June 17 2011



Signature of Witness

CHARA HALSEY
Printed Name

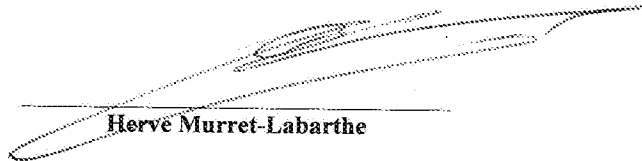
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Signature of Witness

SHARON ROBINSON.
Printed Name

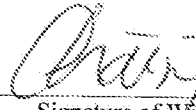
Dated: 11 August 2011



Herve Murret-Labarthé

SIGNATURE WITNESSED BY:

Dated: 11th August 2011



Signature of Witness

CHARA HALSEY
Printed Name

Dated: 11th AUGUST 2011



Signature of Witness

SHARON ROBINSON.
Printed Name

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