

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Michael Papish	08/16/2012
Brian Fife	08/02/2012
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:	13589411
CORRESPONDENCE DATA	
Fax Number:	6172359492
Phone:	212-596-9000
Email:	linda.blake@ropesgray.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	ROPES & GRAY LLP
Address Line 1:	PATENT DOCKETING 39/361
Address Line 2:	1211 AVENUE OF THE AMERICAS
Address Line 4:	NEW YORK, NEW YORK 10036-8704
ATTORNEY DOCKET NUMBER:	003597-0728-101
NAME OF SUBMITTER:	Linda Blake
Total Attachments: 4 source=003597-0728-101_Assignment#page1.tif source=003597-0728-101_Assignment#page2.tif source=003597-0728-101_Assignment#page3.tif source=003597-0728-101_Assignment#page4.tif	

CH \$40.00 13589411

A S S I G N M E N T

Whereas we,

- 1) Michael Papish; and
- 2) Brian Fife

residing, respectively at:

- 1) 1271 North Randolph Road
Randolph Center, VT 05061
- 2) 157 Wright Road
Concord, MA 01742

have made an invention in:

SYSTEMS AND METHODS FOR TRACKING CONTENT SOURCES FROM WHICH
MEDIA ASSETS HAVE PREVIOUSLY BEEN VIEWED

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

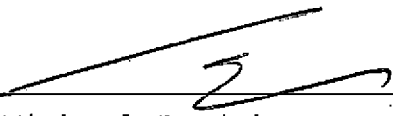
WHEREAS, UNITED VIDEO PROPERTIES, INC., a corporation organized and existing under the laws of the State of Delaware and having an office and place of business at 2830 De La Cruz Boulevard, Santa Clara, CA 95050, is desirous of acquiring the entire interest in said invention, said United States patent 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, assigns and transfers 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, continuations in part, 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, continuations in part, 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.

August 16, 2012
Date


Michael Papish

Date

Brian Fife

A S S I G N M E N T

Whereas we,

- 1) Michael Papish; and
- 2) Brian Fife

residing, respectively at:

- 1) 1271 North Randolph Road
Randolph Center, VT 05061
- 2) 157 Wright Road
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have made an invention in:

SYSTEMS AND METHODS FOR TRACKING CONTENT SOURCES FROM WHICH
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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, assigns and transfers 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, continuations in part, 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, continuations in part, 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.

Date

Michael Papish

02-08-2012

Date



Brian Fife