

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>Andrea Basso</td> <td>03/10/2011</td> </tr> <tr> <td>Gustavo de los Reyes</td> <td>10/21/2009</td> </tr> </tbody> </table>		Name	Execution Date	Andrea Basso	03/10/2011	Gustavo de los Reyes	10/21/2009						
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>AT&T Intellectual Property I, LP</td> </tr> <tr> <td>Street Address:</td> <td>675 W. Peachtree Street</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 4000</td> </tr> <tr> <td>City:</td> <td>Atlanta</td> </tr> <tr> <td>State/Country:</td> <td>GEORGIA</td> </tr> <tr> <td>Postal Code:</td> <td>30375</td> </tr> </table>		Name:	AT&T Intellectual Property I, LP	Street Address:	675 W. Peachtree Street	Internal Address:	Suite 4000	City:	Atlanta	State/Country:	GEORGIA	Postal Code:	30375
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CORRESPONDENCE DATA													
Fax Number: 8475100710 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Email: docketing@gmgip.com Correspondent Name: AT&T LEGAL DEPARTMENT - GMG ATTN: PATENT Address Line 1: ROOM 2A-207 Address Line 2: ONE AT&T WAY Address Line 4: BEDMINSTER,, NEW JERSEY 07921													
ATTORNEY DOCKET NUMBER:	7785-0569-01												
NAME OF SUBMITTER:	Andrew Gust												
Total Attachments: 3 source=7785-569_2009-0303_ASSIGNMENT1P#page1.tif source=7785-569_2009-0303_ASSIGNMENT1P#page2.tif source=7785-569_2009-0303_ASSIGNMENT1P#page3.tif													

CH \$40.00 13674517

ASSIGNMENT

WHEREAS, **Andrea Basso**, a citizen of Italy, residing in Marlboro, NJ, and Gustavo de los Reyes, a citizen of United States of America, residing in Fair Haven, NJ, hereinafter called the "Assignors", have made the invention described in the United States Patent Application entitled "**METHOD AND APPARATUS FOR STAGED CONTENT ANALYSIS**" Attorney Docket No. 2009-0303_7785-569, US Patent Application No. 12/603,356 for a full description of which reference is here made to an application for Letters Patent of the United States filed on herewith and,

WHEREAS, AT&T INTELLECTUAL PROPERTY I, L.P., a partnership organized and existing under the laws of the State of Nevada, having a place of business at 645 E Plumb Lane, Reno, Nevada 89502, hereinafter called the "Assignee", desires to acquire the entire right, title and interest for the United States of America and elsewhere throughout the world in and to said invention and the patent application identified above, including any and all divisions and continuations thereof and any and all Letters Patent which may be granted thereon, including any and all renewals, reissues and prolongations thereof.

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor(s) have sold, assigned and transferred, and by these presents do sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefor in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term and terms for all such patents.

AND said Assignor(s) hereby covenant and agree, for both the Assignor(s) and the Assignor(s)' legal representatives, that the Assignor(s) will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignor(s) will execute and deliver to the Assignee to carry out the terms of this Assignment. Assignor(s) authorize attorney or agent to fill in the U.S. Application Serial No. above, if required.

AND said Assignor(s) authorize and request the Commissioner of Patents to issue Letters Patent on said application, and on any all divisions and continuations thereof, to said Assignee, its assigns and legal representatives, in accordance with the terms of this Assignment.

The ASSIGNOR(S) hereby appoint registered patent practitioners associated with the patent application identified above as my representatives with full power of substitution and revocation to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith, to amend the specification, to appeal in case of rejection, as may be deemed advisable, to receive the patent when granted and generally to do all matters and things needful and additionally to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office for recordation of this document.

This Assignment may be executed in any number of counterparts, each of which when so executed and delivered shall be deemed an original, and such counterparts together shall constitute one and the same instrument. A facsimile copy of this Assignment, including the signature pages hereto, shall be deemed to be an original.

IN TESTIMONY WHEREOF, this Assignment is executed by said Assignor(s), on the date(s) listed below.

Andrea Basso 3/10/11
Andrea Basso Date

STATE OF New Jersey) SS
COUNTY OF Monmouth)

The foregoing instrument was sworn to and subscribed before me this 10 day of March 2011, by Andrea Basso who is:

- ☐ personally known to me; or
☒ produced identification; identification type: DL

Deborah Matulonis
Notary Signature
Print, type or stamp name of notary

DEBORAH MATULONIS
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires Sept. 29, 2015

Gustavo de los Reyes
Gustavo de los Reyes

10/21/09

Date

STATE OF New Jersey) SS
COUNTY OF Monmouth)

The foregoing instrument was sworn to and subscribed before me this 21st day of
October 2009, by Gustavo de los Reyes who is:

☐ personally known to me; or

☒ produced identification; identification type: NJ Drivers License

Damon Pearson

Notary Signature

Print, type or stamp name of notary

