

## 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>John A. Hicks III</td> <td>10/10/2008</td> </tr> <tr> <td>Gerald M. Ezrol</td> <td>10/16/2008</td> </tr> </tbody> </table>		Name	Execution Date	John A. Hicks III	10/10/2008	Gerald M. Ezrol	10/16/2008				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>AT&amp;T Intellectual Property I, L.P.</td> </tr> <tr> <td>Street Address:</td> <td>645 E. Plumb Lane</td> </tr> <tr> <td>City:</td> <td>Reno</td> </tr> <tr> <td>State/Country:</td> <td>NEVADA</td> </tr> <tr> <td>Postal Code:</td> <td>89502</td> </tr> </table>		Name:	AT&T Intellectual Property I, L.P.	Street Address:	645 E. Plumb Lane	City:	Reno	State/Country:	NEVADA	Postal Code:	89502
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CORRESPONDENCE DATA											
<p>Fax Number: 8602860115  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Email: usptopatentmail@cantorcolburn.com</p> <p>Correspondent Name: AT&amp;T Legal Department - CC Attn: Patent</p> <p>Address Line 1: Room 2A-207</p> <p>Address Line 2: One AT&amp;T Way</p> <p>Address Line 4: Bedminster, NEW JERSEY 07921</p>											
ATTORNEY DOCKET NUMBER:	2007-1215CON (BLL0593USC)										
NAME OF SUBMITTER:	Marisa J. Dubuc										
<p>Total Attachments: 6</p> <p>source=6GE8296#page1.tif</p> <p>source=6GE8296#page2.tif</p> <p>source=6GE8296#page3.tif</p> <p>source=6GE8296#page4.tif</p> <p>source=6GE8296#page5.tif</p> <p>source=6GE8296#page6.tif</p>											

OP \$40.00 13675355

## ASSIGNMENT

WHEREAS, **John A. Hicks III**, a citizen of the United States of America; residing at 5075 Eves Place, Roswell, GA 30076; **Gerald M. Ezrol**, a citizen of the United States of America; residing at 2824 Mustang Drive, Apt. #3, Herndon, VA 20171; hereinafter called the "Assignors," have made the invention described in United States patent application entitled "**METHODS, SYSTEMS AND COMPUTER PROGRAM PRODUCTS FOR PROVIDING AD INSERTION VIA A MULTIMEDIA APPLICATIONS GATEWAY**," Attorney Docket No. 2007-1215, for a full description of which reference is here made to an application for Letters Patent of the United States filed 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 in consideration of the sum of One Dollar (\$1.00) and other valuable and legally sufficient consideration, the receipt of which by the Assignors from the Assignee is hereby acknowledged, the Assignors have sold, assigned and transferred, and by these presents does 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.

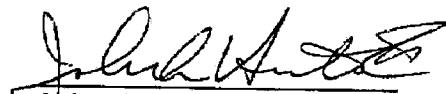
AND said Assignors hereby covenant and agree, for both the Assignors and the Assignors' legal representatives, that the Assignors will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent applications that the Assignee may 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 Assignors will execute and

deliver to the Assignee to carry out the terms of this Assignment. Assignors authorize attorney or agent to fill in the U.S. Application Serial No. above, if required.

AND said Assignors 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.

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

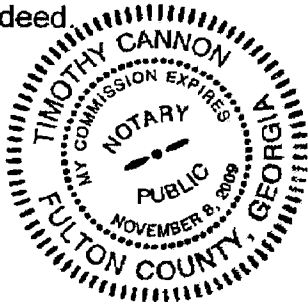
10/10/08  
Date

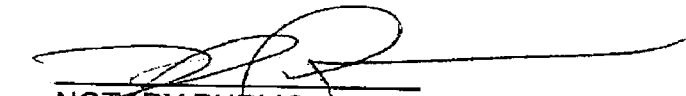
  
John A. Hicks III

STATE OF Georgia

COUNTY OF Fulton

Before me, a Notary Public in and for the State of GA, on this 10<sup>th</sup> day of October, 2008, personally appeared **John A. Hicks III**, who being duly sworn, signed and acknowledged the foregoing Assignment as his/her free act and deed.



  
NOTARY PUBLIC

My Commission Expires: \_\_\_\_\_

\_\_\_\_\_  
Date

\_\_\_\_\_  
**Gerald M. Ezrol**

STATE OF \_\_\_\_\_

COUNTY OF \_\_\_\_\_

Before me, a Notary Public in and for the State of \_\_\_\_\_, on this \_\_\_\_\_ day of \_\_\_\_\_, 2008, personally appeared **Gerald M. Ezrol**, who being duly sworn, signed and acknowledged the foregoing Assignment as his/her free act and deed.

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires: \_\_\_\_\_

## ASSIGNMENT

WHEREAS, **John A. Hicks III**, a citizen of the United States of America; residing at 5075 Eves Place, Roswell, GA 30076; **Gerald M. Ezrol**, a citizen of the United States of America; residing at 2824 Mustang Drive, Apt. #3, Herndon, VA 20171; hereinafter called the "Assignors," have made the invention described in United States patent application entitled "**METHODS, SYSTEMS AND COMPUTER PROGRAM PRODUCTS FOR PROVIDING AD INSERTION VIA A MULTIMEDIA APPLICATIONS GATEWAY**," Attorney Docket No. 2007-1215, for a full description of which reference is here made to an application for Letters Patent of the United States filed herewith; and

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AND said Assignors hereby covenant and agree, for both the Assignors and the Assignors' legal representatives, that the Assignors 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 Assignors will execute and

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\_\_\_\_\_  
Date

\_\_\_\_\_  
**John A. Hicks III**

STATE OF \_\_\_\_\_

COUNTY OF \_\_\_\_\_

Before me, a Notary Public in and for the State of \_\_\_\_\_, on this \_\_\_\_\_ day of \_\_\_\_\_, 2008, personally appeared **John A. Hicks III**, who being duly sworn, signed and acknowledged the foregoing Assignment as his/her free act and deed.

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires: \_\_\_\_\_

Oct 16, 2008  
Date

  
Gerald M. Ezrol

STATE OF VIRGINIA

COUNTY OF FAIRFAX

Before me, a Notary Public in and for the State of VA, on this 16<sup>th</sup> day of OCTOBER, 2008, personally appeared **Gerald M. Ezrol**, who being duly sworn, signed and acknowledged the foregoing Assignment as his/her free act and deed.

  
NOTARY PUBLIC 306066

My Commission Expires: 3/31/09