

## 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>William S. Robbins</td> <td>12/15/2008</td> </tr> <tr> <td>R. Tyler Wallis</td> <td>12/15/2008</td> </tr> <tr> <td>Anup D. Karnalkar</td> <td>12/16/2008</td> </tr> </tbody> </table>		Name	Execution Date	William S. Robbins	12/15/2008	R. Tyler Wallis	12/15/2008	Anup D. Karnalkar	12/16/2008				
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<table border="1"> <tr> <td>Name:</td> <td>AT&amp;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													
<p>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&amp;T LEGAL DEPARTMENT - GMG ATTN: PATENT          Address Line 1: ROOM 2A-207          Address Line 2: ONE AT&amp;T WAY          Address Line 4: BEDMINSTER,, NEW JERSEY 07921</p>													
ATTORNEY DOCKET NUMBER:	7785-0362-01												
NAME OF SUBMITTER:	Andrew Gust												
<p>Total Attachments: 4          source=7785-362_2008-1166_ASSIGNMENT#page1.tif          source=7785-362_2008-1166_ASSIGNMENT#page2.tif          source=7785-362_2008-1166_ASSIGNMENT#page3.tif          source=7785-362_2008-1166_ASSIGNMENT#page4.tif</p>													

CH \$40.00 13677438

### **ASSIGNMENT**

WHEREAS, William S. Robbins, a citizen of the United States of America, residing in Sun Prairie, WI, R. Tyler Wallis, a citizen of the United States of America, residing in Dallas, TX, and Anup D. Kamalkar, a citizen of the United States of America, residing in Allen, TX, hereinafter called the "Assignor(s)", have made the invention described in the United States Patent Application entitled "APPARATUS AND METHOD FOR MANAGING A PRESENTATION OF MEDIA CONTENT" Attorney Docket No. 7785-362 (AT&T 2008-1166), 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.

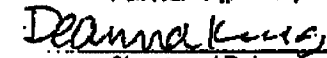
 12-15-08  
\_\_\_\_\_  
William S. Robbins Date

Witnesses for Inventor

First Witness:

 12-15-08  
\_\_\_\_\_  
Signature / Date  
LISA RYERSON  
\_\_\_\_\_  
Full Name (printed)

Second Witness:

 12-15-08  
\_\_\_\_\_  
Signature / Date  
Deanna Krug  
\_\_\_\_\_  
Full Name (printed)

R. Tylee Wallis

R. Tylee Wallis

12-15-2008

Date

Witnesses for Inventor

First Witness:

Cheryl A. Osborn

12-15-2008

Signature / Date

CHERYL A. OSBORN

Full Name (printed)

Second Witness:

M. A. D.

12-15-08

Signature / Date

Melissa N. Boomer

Full Name (printed)

Anup D. Karmalkar

12-16-08

Anup D. Karmalkar

Date

Witnesses for Inventor

First Witness:

Sandra Briggs 12/16/08  
Signature / Date

Debra Briggs  
Full Name (printed)

Second Witness:

Christina Williams 12-16-08  
Signature / Date

Christina Williams  
Full Name (printed)