

## PATENT ASSIGNMENT

Electronic Version v1.1

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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>Mark D. Peden</td> <td>01/03/2013</td> </tr> <tr> <td>Raymond E. Reeves</td> <td>12/10/2012</td> </tr> <tr> <td>Simon Youngs</td> <td>01/03/2013</td> </tr> </tbody> </table>		Name	Execution Date	Mark D. Peden	01/03/2013	Raymond E. Reeves	12/10/2012	Simon Youngs	01/03/2013
Name	Execution Date								
Mark D. Peden	01/03/2013								
Raymond E. Reeves	12/10/2012								
Simon Youngs	01/03/2013								
RECEIVING PARTY DATA									
Name:	Sprint Communications Company L.P.								
Street Address:	6450 Sprint Parkway								
Internal Address:	MailStop KSOPHN0312-3A371								
City:	Overland Park								
State/Country:	KANSAS								
Postal Code:	66251-2100								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13734927</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13734927				
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Application Number:	13734927								
CORRESPONDENCE DATA									
Fax Number:	9727312289								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	972.731.2288								
Email:	dallaspatents@dfw.conleyrose.com								
Correspondent Name:	Michael W. Piper								
Address Line 1:	5601 Granite Parkway								
Address Line 2:	Ste. 750								
Address Line 4:	Plano, TEXAS 75024								
ATTORNEY DOCKET NUMBER:	IDF 8546 (4300-23900)								
NAME OF SUBMITTER:	Michael W. Piper								
Total Attachments: 4 source=SPNT_4300_23900_IDF_8546_Signed_Assignment#page1.tif source=SPNT_4300_23900_IDF_8546_Signed_Assignment#page2.tif source=SPNT_4300_23900_IDF_8546_Signed_Assignment#page3.tif source=SPNT_4300_23900_IDF_8546_Signed_Assignment#page4.tif									

CH \$40.00 13734927

**ASSIGNMENT AND AGREEMENT IN AN APPLICATION FOR  
LETTERS PATENT OF THE UNITED STATES OF AMERICA**

I hereby declare that I am the sole inventor (if only one inventor is named below) or an original, first and joint inventor (if plural inventors are named below) of the invention relating to a "Platform-Aware Commercial Content Resolution" described in an application for Letters Patent of the United States of America filed herewith, or, if not identified here by filing date and serial number, executed by me on even date with my execution of this Assignment.

For valuable consideration received, I hereby sell, assign and transfer to Sprint Communications Company L.P., a limited partnership duly organized and existing under the laws of the State of Delaware, United States of America, its successors and assigns, my entire right, title and interest, for all countries in and to said inventions and all the rights and privileges under any and all Letters Patent that may be granted therefore, and any divisions, continuations, reissues and extensions thereof.

I agree that, when requested, I will, without charge to said corporation but at its expense, sign all papers, take all rightful oaths, make all rightful declarations and do all acts which may be necessary, desirable or convenient for securing and maintaining patents or other forms of protection for said inventions in any and all countries and for vesting title thereto in said corporation, its successors, assigns or nominees.

I agree that I will communicate to said corporation or its representatives any facts known to me respecting said inventions and when requested by said corporation and at its expense will testify in any legal proceedings, and generally do everything possible to aid said corporation, its successors, assigns and legal representatives or nominees, to obtain or enforce proper protection for said inventions in any and all countries.

I authorize and empower said corporation, its successors, assigns or nominees, to make application for patent or other form of protection for said inventions in its or their own name, or in my/our name, in any and all countries to invoke and claim for any application for patent or other form of protection for said inventions filed by it or them, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from me.

I hereby consent that a copy of this Assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document which may be required in any country for any purpose and more particularly in proof of the right of the said corporation or its successors, assigns or nominees to apply for patent or other proper protection for said inventions, and to claim the aforesaid benefits of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it.

I covenant with Sprint Communications Company L.P., its successors, assigns, legal representatives, and nominees, that to the best of my knowledge the right, title and interest herein conveyed by me are free and clear of any encumbrance, and that I have the full right to convey the same as herein expressed.

This Agreement and Assignment supersedes all other assignments, agreements and addendums related to the above identified application.

After this Assignment has been recorded, please return it to:

Attn: Steven J. Funk  
Sprint Law Department  
6450 Sprint Parkway  
Overland Park, KS 66251

SOLE OR JOINT	
Inventor (1): Mark D. Peden	<u>Mark D. Peden</u> (Signature in Full)
Citizenship: US	Date: <u>1/3/13</u>
Post Office Address: 16163 South Laurelwood Street, Olathe, KS 66062	
Residence: same	
1st Witness: <u>GARY KOLLER</u> (Type or Print)	<u>[Signature]</u> (Signature)
2nd Witness: <u>VADI VADIVELU</u> (Type or Print)	<u>[Signature]</u> (Signature)

SOLE OR JOINT	
Inventor (2): Raymond E. Reeves	_____ (Signature in Full)
Citizenship: US	Date: _____
Post Office Address: 720 Sanctuary Drive, Oviedo, FL 32766	
Residence: same	
1st Witness: _____ (Type or Print)	_____ (Signature)
2nd Witness: _____ (Type or Print)	_____ (Signature)

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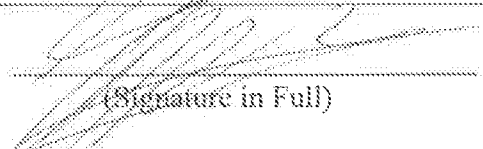
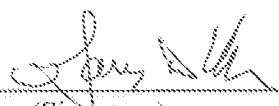
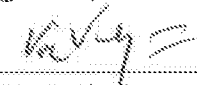
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Citizenship: US Date: \_\_\_\_\_  
Post Office Address: 16163 South Laurelwood Street, Olathe, KS 66062  
Residence: same  
1st Witness: \_\_\_\_\_  
(Type or Print) (Signature)  
2nd Witness: \_\_\_\_\_  
(Type or Print) (Signature)

SOLE OR JOINT  
Inventor (2): Raymond E. Reeves *Raymond E. Reeves*  
(Signature in Full)  
Citizenship: US Date: *12/10/10*  
Post Office Address: 720 Sanctuary Drive, Oviedo, FL 32766  
Residence: same  
1st Witness: \_\_\_\_\_  
(Type or Print) (Signature)  
2nd Witness: \_\_\_\_\_  
(Type or Print) (Signature)

SOLE OR JOINT  
Inventor (3): Simon Youngs   
(Signature in Full)  
Citizenship: US Date: 01-03-2013  
Post Office Address: 5905 W. 153<sup>rd</sup> Terrace, Overland Park, KS 66223  
Residence: same  
1st Witness: GARY KOLLER   
(Type or Print) (Signature)  
2nd Witness: KAVU = VAD1 VAD1VELUWOT   
(Type or Print) (Signature)