

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>Mary C. McCarthy</td> <td>01/18/2008</td> </tr> <tr> <td>Roland Noll</td> <td>01/16/2008</td> </tr> </tbody> </table>	Name	Execution Date	Mary C. McCarthy	01/18/2008	Roland Noll	01/16/2008	
Name	Execution Date						
Mary C. McCarthy	01/18/2008						
Roland Noll	01/16/2008						
RECEIVING PARTY DATA							
Name:	AT&T Intellectual Property I, L.P., f/k/a AT&T Knowledge Ventures, L.P.						
Street Address:	675 W. Peachtree Street, Suite 4000						
City:	Atlanta						
State/Country:	GEORGIA						
Postal Code:	30375						
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>13691384</td> </tr> </tbody> </table>	Property Type	Number	Application Number:	13691384			
Property Type	Number						
Application Number:	13691384						
CORRESPONDENCE DATA							
Fax Number:	5123912173						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	512.236.2023						
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Address Line 4:	Austin, TEXAS 78701						
ATTORNEY DOCKET NUMBER:	2007-0862 CON (00679)						
NAME OF SUBMITTER:	Mindy Mayer						
Total Attachments: 3 source=2007-0862 CON Assignment#page1.tif source=2007-0862 CON Assignment#page2.tif source=2007-0862 CON Assignment#page3.tif							

CH \$40.00 13691384

ASSIGNMENT

WHEREAS, **MARY C. MCCARTHY**, a citizen of Canada, residing at 2115 Oak Dew, San Antonio, Texas 78232, and **ROLAND NOLL**, a citizen of the United States of America, residing at 2531 Steepleway, San Antonio, Texas 78248, hereinafter called the "Assignors", have made the invention described in the United States patent application entitled *Personalized Media Channel*, Attorney Docket No. 130332.00254 (AT&T No. 2007-0862), for a full description of which reference is here made to an application for Letters Patent of the United States filed on **January 18, 2008** and assigned Application Serial No. **12/016854**; and

WHEREAS, AT&T KNOWLEDGE VENTURES, 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, 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 therefore 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 Filing Date and Serial No., if required.

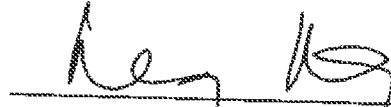
AND said Assignors authorize and request the Commissioner of Patents to issue Letters Patent on said application, and on any and all divisions and continuations thereof, to said Assignee, its assigns and legal representatives, in accordance with the terms of this Assignment.

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

NAME OF FIRST INVENTOR

MARY C. MCCARTHY

SIGNATURE OF FIRST INVENTOR

 18 JAN 08

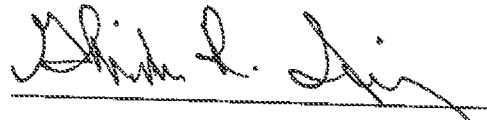
DATE

18 JAN 08

WITNESSES FOR FIRST INVENTOR

FIRST WITNESS:

SIGNATURE / DATE

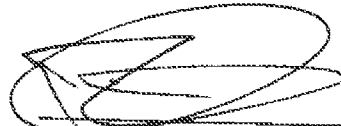
 1/18/08

FULL NAME PRINTED

Glinda R. Faring

SECOND WITNESS:

SIGNATURE / DATE

 1-18-08

FULL NAME PRINTED

Richard Cline

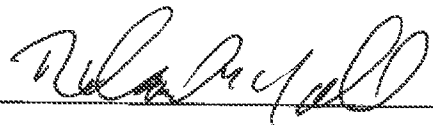
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Attorney Docket No. 130332.00254
AT&T Docket No. 2007-0862

NAME OF SECOND INVENTOR

ROLAND NOLL

SIGNATURE OF SECOND INVENTOR




DATE

1-16-08

WITNESSES FOR SECOND INVENTOR

FIRST WITNESS:

SIGNATURE / DATE

 1/16/2008

FULL NAME PRINTED

John McClenney

SECOND WITNESS:

SIGNATURE / DATE

 11-16-08

FULL NAME PRINTED

Richard Cline