

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Mr. Adolf Proidl</td> <td>01/28/2013</td> </tr> <tr> <td>Mr. Thomas Dvorak</td> <td>01/29/2013</td> </tr> </tbody> </table>		Name	Execution Date	Mr. Adolf Proidl	01/28/2013	Mr. Thomas Dvorak	01/29/2013				
Name	Execution Date										
Mr. Adolf Proidl	01/28/2013										
Mr. Thomas Dvorak	01/29/2013										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>AXEL SPRINGER DIGITAL TV GUIDE GMBH</td> </tr> <tr> <td>Street Address:</td> <td>Schiffbauerdamm 22</td> </tr> <tr> <td>City:</td> <td>Berlin</td> </tr> <tr> <td>State/Country:</td> <td>GERMANY</td> </tr> <tr> <td>Postal Code:</td> <td>10117</td> </tr> </table>		Name:	AXEL SPRINGER DIGITAL TV GUIDE GMBH	Street Address:	Schiffbauerdamm 22	City:	Berlin	State/Country:	GERMANY	Postal Code:	10117
Name:	AXEL SPRINGER DIGITAL TV GUIDE GMBH										
Street Address:	Schiffbauerdamm 22										
City:	Berlin										
State/Country:	GERMANY										
Postal Code:	10117										
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>13807430</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13807430						
Property Type	Number										
Application Number:	13807430										
CORRESPONDENCE DATA											
<p>Fax Number: 2032615676 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 203-261-1234 Email: aaf@warefressola.com Correspondent Name: Alfred Fressola Address Line 1: 755 Main Street Address Line 2: Bradford Green, Bldg. 5 Address Line 4: Monroe, CONNECTICUT 06468</p>											
ATTORNEY DOCKET NUMBER:	536-044.008										
NAME OF SUBMITTER:	Alfred A. Fressola										
<p>Total Attachments: 2 source=ASSIGNMENT#page1.tif source=ASSIGNMENT#page2.tif</p>											

CH \$40.00 13807430

ASSIGNMENT AND AGREEMENT

FOR VALUE RECEIVED, We, **Adolf PROIDL**, a citizen of Austria residing at Felbigergasse 103/8, 1140 Wien, Austria and **Thomas DVORAK**, a citizen of Austria residing at 21 Portland Rise, Flat 3, London N4 2PT, United Kingdom hereby sell, assign and transfer to **AXEL SPRINGER DIGITAL TV GUIDE GMBH**, an organization duly organized and existing under the laws of Germany and having a principal place of business at Schiffbauerdamm 22, 10117 Berlin, Germany, as assignee, and its successors, assigns and legal representatives, the entire right, title and interest for all countries in and to certain inventions relating to improvements in a *Recommender System with Consistent Profile Application*, which is described in PCT International Patent Application No. **PCT/EP2011/064756** filed on August 26, 2011, which was transmitted to the United States Patent and Trademark Office by the International Bureau, for which commencement of the national stage in the U.S.A. is sought under an application for Letters Patent of the United States now bearing serial number **13/807,430**, in furtherance of which a Declaration in accordance with 35 U.S.C. 371 is executed by us on even date herewith; and all the rights and privileges under any and all Letters Patent that may be granted therefor.

We request that any and all patents for said inventions in all countries be issued to said assignee, its successors, assigns and legal representatives, or to such nominees as it may designate.

We agree that, when requested, we will, without charge to said assignee but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing and maintaining patents for said inventions in any and all countries and for vesting title thereto in said assignee, its successors, assigns and legal representatives or nominees.

We authorize and empower the said assignee, its successors, assigns and legal representatives or nominees, 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: (a) the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it; and (b) the Patent Cooperation Treaty, as amended, or by any treaty which may henceforth be substituted for it; and to invoke and claim such right of priority without further written or oral authorization from us.

We 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 assignee or nominee to claim the aforesaid benefit of the right of priority provided by: (a) the International Convention for the protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it; and (b) the Patent Cooperation Treaty, as amended, or by any treaty which may henceforth be substituted for it.

We covenant with said assignee, its successors and assigns and legal representatives, that the rights and property herein conveyed are free and clear of any encumbrance, and that we have full right to convey the same as herein expressed.

Signed at VIENNA / AUSTRIA this 28
(city/state/country) (day)
day of January, 2013.
(month)


Adolf PROIDL

Signed at LONDON, UK this 29
(city/state/country) (day)
day of January, 2013.
(month)


Thomas DVORAK