

## 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>David Krantz</td> <td>11/01/2007</td> </tr> <tr> <td>Lee Culver</td> <td>10/26/2007</td> </tr> <tr> <td>Justin Marcucci</td> <td>11/01/2007</td> </tr> <tr> <td>Susan Novell</td> <td>10/23/2007</td> </tr> </tbody> </table>		Name	Execution Date	David Krantz	11/01/2007	Lee Culver	10/26/2007	Justin Marcucci	11/01/2007	Susan Novell	10/23/2007
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David Krantz	11/01/2007										
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Susan Novell	10/23/2007										
RECEIVING PARTY DATA											
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Internal Address:	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>13896735</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13896735						
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CORRESPONDENCE DATA											
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NAME OF SUBMITTER:	Katherine Meals										

CH \$40.00 13896735

Signature:	/Katherine Meals/
Date:	05/17/2013
Total Attachments: 5 source=2007-0461Con_Assignment#page1.tif source=2007-0461Con_Assignment#page2.tif source=2007-0461Con_Assignment#page3.tif source=2007-0461Con_Assignment#page4.tif source=2007-0461Con_Assignment#page5.tif	

## ASSIGNMENT

WHEREAS, David Krantz, a citizen of the United States of America, residing at 438 E. Rosewood Avenue, San Antonio, TX 78212; Lee Culver, a citizen of the United States of America, residing at 103 Roan Path, San Antonio, TX 78258; Justin Marcucci, a citizen of the United States of America, residing at 28 Dogwood Drive, Chester, NJ 07930; and Susan Novell, a citizen of the United States of America, residing at 13071 N. Hunters Circle, San Antonio, TX 78230; hereinafter called the "Assignors," have made the invention described in the United States patent application entitled, "SYSTEM AND METHOD OF SELECTING ADVERTISING CONTENT," Attorney Docket No. 1033-070461 (AT&T 2007-0461), for a full description of which reference is here made to an application for Letters Patent of the United States filed on August 31, 2007, and assigned Application Serial No. 11/848,970; and

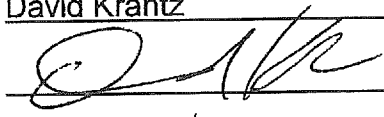
WHEREAS, AT&T KNOWLEDGE VENTURES, L.P., a partnership organized and existing under the laws of the State of Nevada, having a place of business at 645 E. Plumb Lane, Reno, Nevada 89502, hereinafter called the "Assignee," desires to acquire the entire right, title and interest for the United States of 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 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 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 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.

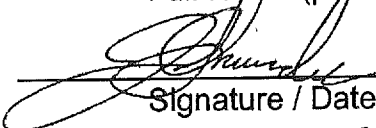
IN TESTIMONY WHEREOF, this Assignment is executed by said Assignors, on the date(s) listed below.

Name of First Inventor: David Krantz  
Signature of First Inventor:   
Date: 11/1/07

Witnesses for First Inventor

First Witness:  11/1/07  
Signature / Date

James P. Stapleton  
Full Name (printed)

Second Witness:  11/1/07  
Signature / Date

JAMES GEWECKE  
Full Name (printed)

Attorney Docket Number: 1033-070461

Name of Second Inventor: Lee Culver

Signature of Second Inventor: [Signature]

Date: 10/26/07

Witnesses for Second Inventor

First Witness: [Signature] 10/26/07  
Signature / Date

JAMES GEWECKE  
Full Name (printed)

Second Witness: [Signature] 10-26-07  
Signature / Date

ALAN SIFFORD  
Full Name (printed)

Name of Third Inventor: Justin Marcucci

Signature of Third Inventor: \_\_\_\_\_

Date: \_\_\_\_\_

Witnesses for Third Inventor

First Witness: \_\_\_\_\_  
Signature / Date

\_\_\_\_\_  
Full Name (printed)

Second Witness: \_\_\_\_\_  
Signature / Date

\_\_\_\_\_  
Full Name (printed)

Name of Second Inventor: Lee Culver

Signature of Second Inventor: \_\_\_\_\_

Date: \_\_\_\_\_

Witnesses for Second Inventor

First Witness: \_\_\_\_\_  
Signature / Date

\_\_\_\_\_  
Full Name (printed)

Second Witness: \_\_\_\_\_  
Signature / Date

\_\_\_\_\_  
Full Name (printed)

Name of Third Inventor: Justin Marcucci


Signature of Third Inventor: 

Date: 11.01.2002

Witnesses for Third Inventor

First Witness:   
Signature / Date

Seth Clifford  
Full Name (printed)

Second Witness:   
Signature / Date

JAMES N. Clifford  
Full Name (printed)

Attorney Docket Number: 1033-070461

Name of Fourth Inventor: Susan Novell

Signature of Fourth Inventor: *Susan Novell*

Date: 10-23-07

Witnesses for Fourth Inventor

First Witness: *Jennifer Saldana* 10/23/07  
Signature / Date

Jennifer Saldana  
Full Name (printed)

Second Witness: *Vanessa C. Aguilon* 10/23/07  
Signature / Date

Vanessa C. Aguilon  
Full Name (printed)