

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>Nishith Kumar Sinha</td> <td>12/19/2012</td> </tr> <tr> <td>Donald Jude Loheide</td> <td>12/19/2012</td> </tr> <tr> <td>Matthew Paul Giles</td> <td>12/19/2012</td> </tr> </tbody> </table>		Name	Execution Date	Nishith Kumar Sinha	12/19/2012	Donald Jude Loheide	12/19/2012	Matthew Paul Giles	12/19/2012
Name	Execution Date								
Nishith Kumar Sinha	12/19/2012								
Donald Jude Loheide	12/19/2012								
Matthew Paul Giles	12/19/2012								
RECEIVING PARTY DATA									
Name:	Turner Broadcasting System, Inc.								
Street Address:	One CNN Center								
City:	Atlanta								
State/Country:	GEORGIA								
Postal Code:	30303								
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>13730593</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13730593				
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Application Number:	13730593								
CORRESPONDENCE DATA									
Fax Number:	3127758100								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
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ATTORNEY DOCKET NUMBER:	25085US02								
NAME OF SUBMITTER:	Hopeton S. Walker								
Signature:	/Hopeton S. Walker/								

Date:

06/12/2013

Total Attachments: 4

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ASSIGNMENT

File No.: 25085US02

Serial No.: 13/730,593

Inventors: Nishith Kumar Sinha
Donald Jude Loheide
Matthew Paul Giles

Filing Date: December 28, 2012

In consideration of One Dollar (\$1.00) and other good and valuable considerations in hand paid, the receipt and sufficiency whereof are hereby acknowledged, each of the undersigned hereby assigns to Turner Broadcasting System, Inc., incorporated under the laws of the state of Georgia, its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, entitled: METHOD AND SYSTEM FOR UTILIZING AUTOMATIC CONTENT RECOGNITION FOR CONTENT TRACKING and identified as File No. 25085US02, in the offices of McANDREWS, HELD & MALLOY, LTD., and in a provisional application filed in the United States Patent and Trademark Office as Serial No. 61/596,012 on February 7, 2012, and in said application and any and all other applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any continuation, continuation-in-part, divisional, re-examination, reissue or extension of such patents, and further assigns to said assignee the priority right provided by the International Convention.

Each of the undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

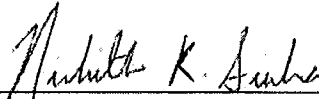
Each of the undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the filing date and serial number of said application when officially known.

Each of the undersigned warrants himself/herself to be the owner of the entire right, title and interest in said invention or improvements and to have the right to make this assignment, and further warrants that there are no outstanding prior assignments, licenses, or other encumbrances on the interest herein assigned.

For said considerations, each of the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all continuation, continuation-in-part, divisional, re-examination, extension, and substitute applications for said invention or improvements, and any necessary oath, affidavit or declaration relating thereto, and any application for the reissue, re-examination, or extension of any Letters Patent that may be granted upon said application, and any and all applications and other document for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns may deem necessary or expedient, and for the said considerations each of the undersigned authorizes said assignee to apply for patents for said invention or

improvements in its own name in such countries where such procedure is proper and further agrees, upon the request of said assignee, its successors and assigns, to cooperate to the best of the ability of the undersigned with said assignee, its successors and assigns, in any proceedings or transactions involving such applications or patents, including the preparation and execution of preliminary statements, giving and producing evidence and performing any and all other acts necessary to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in the assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by the said assignee, its successors and assigns, to the full end of the term for which said Letters Patent will be granted, as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment had not been made.

WITNESS my hand this 19th day of December, 2012.



Nishith Kumar Sinha

WITNESS my hand this 19 day of December, 2012.

Donald J. Loheide
Donald Jude Loheide

WITNESS my hand this 1st day of December, 2012.



Matthew Paul Giles