PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
James Freed	07/01/2013
Neale Hall	08/01/2013

RECEIVING PARTY DATA

Name:	EchoStar Technologies L.L.C.	
Street Address:	100 Inverness Terrace East	
City:	Englewood	
State/Country:	COLORADO	
Postal Code:	80112	

Name:	Eldon Technology Limited	
Street Address:	Beckside Design Centre Millennium Business Park	
Internal Address:	Station Road, Steeton	
City:	Keighley	
State/Country:	UNITED KINGDOM	
Postal Code:	BD20 6QW	

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13942451

CORRESPONDENCE DATA

Fax Number: 3035714321

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 303-571-4000

Email: kswenson@kilpatricktownsend.com

Correspondent Name: KILPATRICK TOWNSEND & STOCKTON LLP (Echo Address Line 1: EIGHTH FLOOR, TWO EMBARCADERO CENTER

Address Line 4: SAN FRANCISCO, CALIFORNIA 84111

PATENT

REEL: 031121 FRAME: 0606

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ATTORNEY DOCKET NUMBER:	P2013-04-01 (874156)
NAME OF SUBMITTER:	Matthew A. Hollister
Signature:	/Matthew A. Hollister/
Date:	08/30/2013
Total Attachments: 6 source=P2013-04-01_ASSGNMT_08-30-2013#page1.tif source=P2013-04-01_ASSGNMT_08-30-2013#page2.tif source=P2013-04-01_ASSGNMT_08-30-2013#page3.tif source=P2013-04-01_ASSGNMT_08-30-2013#page4.tif source=P2013-04-01_ASSGNMT_08-30-2013#page5.tif source=P2013-04-01_ASSGNMT_08-30-2013#page5.tif	

PATENT REEL: 031121 FRAME: 0607

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

WHEREAS, James Freed and Neale Hall (hereinafter, singularly and collectively "Assignor") have solely and/or have jointly (as appropriate) invented and/or discovered certain new and useful invention, process, machine, manufacture, or composition of matter, or any new and useful improvement in an invention as described in an application for Letters Patent entitled "Context-Sensitive Information Presentation" filed in and/or with the United States herewith, and which is further identified by the EchoStar Docket No. set forth above (hereinafter, the "Invention"); and

WHEREAS, EchoStar Technologies L.L.C., a limited liability company organized and existing under the laws of the State of Texas, United States of America and having a principal place of business of 100 Inverness Terrace East, Englewood, Colorado 80112 and Eldon Technology Limited having a principal place of business of Beckside Design Centre Millennium Business Park, Station Road, Steeton, Keighley BD20 6QW United Kingdom (hereinafter, the "Assignee") desires to acquire all rights, title and interest in and to the Invention, including, but not limited to, all rights, title and interest in and to past, present and future damages, injunctive relief and to any and all other additional rights, title, interest, relief and/or remedies granted by any legislative, judicial, quasi-judicial, administrative or other body, or otherwise; and

WHEREAS, Assignor, to the extent they own any right, title and interest in and to the Invention are desirous of assigning any and all such rights, title and/or interest to Assignee.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over unto Assignee and its legal representatives, successor and assigns, the entire right, title and interest, including any all rights in and/or to past, present and future damages, injunctive relief and/or any other remedy and relief granted by a legislative, judicial, quasi-judicial or administrative body, in and to said Invention, said application, for any and all non-provisional, national, international, foreign, and regional applications corresponding and/or claiming priority thereto, any divisions, continuations, continuation-in-parts, reissues, reexaminations, renewals, and extensions thereof, and the Letters Patent, both foreign and domestic, that may or shall issue thereon, and does request the Commissioner of Patents to issue said Letters Patent to the Assignee, consistent with the terms of this agreement.

Assignor hereby authorizes Assignee to insert in this instrument the filing date and Application Serial Number in the above fields if not already present at the time of execution of this instrument.

Assignor hereby declares that we are the inventors of the Invention.

UPON SAID CONSIDERATION, Assignor hereby covenants and agrees with Assignee that they will not execute any writing or do any act whatsoever conflicting with these presents, and agrees that, when requested, he/she will, without charge to Assignee but at its expense, execute such additional assignments, declarations and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, continuation,

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continuation-in-part, divisional, renewal, reissued or extended Letters Patent of the United States, or of any and all foreign countries, on said invention, and in enforcing any rights or chooses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of, the assigns and legal representatives of both parties.

Assignor agrees that he will communicate to Assignee or its representatives any facts known to Assignor respecting said inventions within a reasonable time of discovering or coming into possession of the same.

Assignor authorizes and empowers Assignee, 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 Assignor's 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.

Assignor hereby consents 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 Assignee 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.

Assignor covenants with Assignee, its successors, assigns, legal representatives, and nominees, that to the best of Assignor's knowledge the right, title and interest herein conveyed are free and clear of any encumbrance, and that Assignor has 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: Max S. Gratton

EchoStar Technologies L.L.C. 100 Inverness Terrace East Englewood, CO 80112

JOINT				
Inventor:	James Freed	annamanna ann		
	(Name)		are in <u>Full)</u>	
	, ,		and the second	
Citizenship:	U.S.			
Post Office Ad				

Residence: 162	25 S. Birch St. #703, D	enver, Colorado 80222		
On this / 5th	day of Ouly	, 2013, before me	a notary public in and for the c	ounty of
Massakol	in The State	of Colorado	. appeared James Freed.	, who is
personally know	own to me to be the	same person whose	name is subscribed to the fo	oregoing
•		•	ered the same instruction as a	
	or the use and purposes			
*	* *			ť.
)				a
	on Medora on Expires: 12/14			8 8
My Commissi	on Expires:	<u> 12013 </u>	(Seat)	
Notary Public				
JOINT				
Inventor:	Neale Hall			
	(Name)	(Signai	ture in Full)	
	` ,	* **	•	
Citizenship:	U.K.			
Post Office Ac				
	***************************************			******
Residence: 5 T	The Kingfishers, Silsder	n, Keighley, West Yorks	shire, BD20 ONX, UK	
On this	day of	. 2013, hefore me	a notary public in and for the c	county of
	in the State	e of	a notary public in and for the care appeared Neale Hall	who is
personally kn	own to me to be the	same person whose	name is subscribed to the f	oregoing
		•	vered the same instrument as a	
	for the use and purpose:			
· wanterstay make t	. I			
My Commissi	on Expires:		(Seal)	
Notary Public				
65516918V.1				

Page 3 of 3

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WHEREAS, James Freed and Neale Hall (hereinafter, singularly and collectively "Assignor") have solely and/or have jointly (as appropriate) invented and/or discovered certain new and useful invention, process, machine, manufacture, or composition of matter, or any new and useful improvement in an invention as described in an application for Letters Patent entitled "Location Based Targeted Advertising" filed in and/or with the United States herewith, and which is further identified by the EchoStar Docket No. set forth above (hereinafter, the "Invention"); and

WHEREAS, EchoStar Technologies L.L.C., a limited liability company organized and existing under the laws of the State of Texas, United States of America and having a principal place of business of 100 Inverness Terrace East, Englewood, Colorado 80112 and Eldon Technology Limited having a principal place of business of Beckside Design Centre Millennium Business Park, Station Road, Steeton, Keighley BD20 6QW United Kingdom (hereinafter, the "Assignee") desires to acquire all rights, title and interest in and to the Invention, including, but not limited to, all rights, title and interest in and to past, present and future damages, injunctive relief and to any and all other additional rights, title, interest, relief and/or remedies granted by any legislative, judicial, quasi-judicial, administrative or other body, or otherwise; and

WHEREAS, Assignor, to the extent they own any right, title and interest in and to the Invention are desirous of assigning any and all such rights, title and/or interest to Assignee.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over unto Assignee and its legal representatives, successor and assigns, the entire right, title and interest, including any all rights in and/or to past, present and future damages, injunctive relief and/or any other remedy and relief granted by a legislative, judicial, quasi-judicial or administrative body, in and to said Invention, said application, for any and all non-provisional, national, international, foreign, and regional applications corresponding and/or claiming priority thereto, any divisions, continuations, continuation-in-parts, reissues, reexaminations, renewals, and extensions thereof, and the Letters Patent, both foreign and domestic, that may or shall issue thereon, and does request the Commissioner of Patents to issue said Letters Patent to the Assignee, consistent with the terms of this agreement.

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Page 1 of 3

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Assignor authorizes and empowers Assignee, 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 Assignor's 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.

Assignor hereby consents 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 Assignee 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.

Assignor covenants with Assignee, its successors, assigns, legal representatives, and nominees, that to the best of Assignor's knowledge the right, title and interest herein conveyed are free and clear of any encumbrance, and that Assignor has the full right to convey the same as herein expressed.

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JOINT		
Inventor:	James Freed	
	(Name)	(Signature in Full)
Citizenship:		
Post Office Add	dress:	
Residence: 162	5 S. Birch St. #703, Den	ver Calarada 80222
Testachee. 102	5 5. Dioi 5. 11705, Dei	voi, colorado oc <i>ele</i>
On this	day of	2013, before me a notary public in and for the county of
	in the State o	f anneared James Freed who is
nersonally kno	wn to me to be the s	, 2013, before me a notary public in and for the county of f, appeared James Freed, who is ame person whose name is subscribed to the foregoing
instrument and	acknowledged that he c	igned, seals and delivered the same instrument as a free and
voluntary act it	r the use and purposes th	iciem set ioim.
My Commissio	n Expires:	(Seal)
Notary Public		(2007)
Trouty Tuble		
JOINT		16/1.
1 ' '	Neale Hall	W/2/11 -
mivenor.	(Name)	(Signature in Full)
	(rame)	(Signature in run)
0	T'T TF	
Citizenship:	U.K. The July	SFISHERS, SILSDEN, WEIGHLEY, BD20 ON
Post Office Add	iress: 5 THE WING	COURTERS, SILSDEN, NEIGHTEY, DOWN ON
Residence: 5 Tl	ne Kingfishers, Silsden, I	Keighley, West Yorkshire, BD20 ONX, UK
St	1. F	LOITLESS, THE
On this 100	_day of MUGISU	Ceighley, West Yorkshire, BD20 ONX, UK 2017, ESS. 2013, before me a notary public in and for the county of appeared Neale Hall who is
North York	Ship in the State	of UK , appeared Neale Hall who is
personally kno	wn to me to be the s	ame person whose name is subscribed to the foregoing
		igned, seals and delivered the same instrument as a free and
	r the use and purposes th	
A 2/11		
A Sheet	and AE	SHEPHERD
My Commissio	n Expires:	(Seal)
	u mpavo,	(point)
Notary Public	n Expires:	(Seal)
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