

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JEAN-FRANCOIS MULE	08/30/2013
RECEIVING PARTY DATA	
Name:	Cable Television Laboratories, Inc.
Street Address:	858 Coal Creek Circle
City:	Louisville
State/Country:	COLORADO
Postal Code:	80027
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13973572
CORRESPONDENCE DATA	
Fax Number:	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	j.buser@greatlakesiplaw.com
Correspondent Name:	GREAT LAKES INTELLECTUAL PROPERTY, PLLC
Address Line 1:	44750 YORKSHIRE
Address Line 4:	NOVI, MICHIGAN 48375
ATTORNEY DOCKET NUMBER:	CTL 60400 PUSP
NAME OF SUBMITTER:	JOHN R. BUSER
Signature:	/John R. Buser/
Date:	10/02/2013
Total Attachments: 1 source=declaration#page1.tif	

OP \$40.00 13973572

**ASSIGNMENT AND DECLARATION (37 C.F.R. 1.63) FOR UTILITY OR DESIGN
APPLICATION USING AN APPLICATION DATA SHEET (37 C.F.R. 1.76)****Title of Invention** MEDIA ENGAGEMENT FACTORS

As a below named inventor, I hereby declare that:

This declaration is directed to:

- ☒ The attached application, or
- ☐ United States application or PCT international application number _____ filed on _____. (I hereby authorize the insertion of the application filing date and number when they become known.)

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims.

I am aware of the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. § 1.56.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, I do hereby assign, sell and set over to Cable Television Laboratories, Inc., a corporation organized and existing under the laws of the state or country of Delaware, and having a place of business at 858 Coal Creek Circle, Louisville, CO 80027, hereinafter referred to as the ASSIGNEE, its successors, assigns or other legal representatives, my entire right, title and interest, domestic and foreign, in and to the inventions and discoveries in the above-identified application including the right of said ASSIGNEE, its successors, assigns or other legal representatives to make applications and to receive Letters Patent for said inventions and discoveries in any and all foreign countries in its or their own name or names, or in my name, at its or their election, and I hereby assign, sell and set over to said ASSIGNEE, its successors, assigns or other legal representatives, all rights of priority, including any provisional applications, in and to said inventions and discoveries in all countries, including all applications claiming benefit of the filing date hereof, continuations, continuations-in-part, divisionals, reexaminations and reissue applications.

And I hereby agree for myself, my heirs, successors, assigns or other legal representatives to execute any and all papers, including applications for Letters Patent of any and all kinds and in any and all countries and to perform any and all acts which said ASSIGNEE, its successors, assigns or other legal representatives may deem necessary to secure thereto the rights herein assigned, sold and set over.

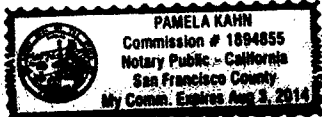
And I hereby represent and warrant that I have not granted any rights inconsistent with the rights granted herein.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years or both.

LEGAL NAME OF INVENTORInventor: Jean-Francois MuléDate: August 30, 2013Signature: JF MuléSTATE OF CaliforniaCOUNTY OF San Francisco ss.

On this 16 day of September, 2013, personally appeared before me Jean-Francois Mulé, to me known to be the person named in and who executed the above instrument, and acknowledges that he/she executed the same for the uses and purposes therein mentioned.

(SEAL)



Pamela Kahn
08.03.2014, Notary Public
My Commission Expires: