

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT2838110

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the ASSIGNEE previously recorded on Reel 020842 Frame 0938. Assignor(s) hereby confirms the ASSIGNEE SHOULD BE AT&T INTELLECTUAL PROPERTY I, L.P..
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
SCOTT WHITE	04/22/2008
JAMES L. CANSLER	04/17/2008
CHARLES SCOTT	04/17/2008
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	AT&T Intellectual Property I, LP
<b>Street Address:</b>	675 W. Peachtree Street
<b>Internal Address:</b>	Suite 4000
<b>City:</b>	Atlanta
<b>State/Country:</b>	GEORGIA
<b>Postal Code:</b>	30308
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	12107886
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(847)510-0710
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Email:</b>	docketing@ggip.com
<b>Correspondent Name:</b>	AT&T LEGAL DEPARTMENT - GG ATTN: PATENT
<b>Address Line 1:</b>	ROOM 2A-207
<b>Address Line 2:</b>	ONE AT&T WAY
<b>Address Line 4:</b>	BEDMINSTER,, NEW JERSEY 07921
<b>ATTORNEY DOCKET NUMBER:</b>	7785-0748
<b>NAME OF SUBMITTER:</b>	RALPH TREMENTOZZI
<b>SIGNATURE:</b>	/Ralph Tremendoza/
<b>DATE SIGNED:</b>	05/01/2014
<b>Total Attachments: 14</b>	
source=7785-0748 Signed Corrected Assignment - All#page1.tif	
source=7785-0748 Signed Corrected Assignment - All#page2.tif	

PATENT

source=7785-0748 Signed Corrected Assignment - All#page3.tif  
source=7785-0748 Signed Corrected Assignment - All#page4.tif  
source=7785-0748 Signed Corrected Assignment - All#page5.tif  
source=7785-0748 Signed Corrected Assignment - All#page6.tif  
source=7785-0748 Signed Corrected Assignment - All#page7.tif  
source=7785-0748 Signed Corrected Assignment - All#page8.tif  
source=7785-0748 Signed Corrected Assignment - All#page9.tif  
source=7785-0748 Signed Corrected Assignment - All#page10.tif  
source=7785-0748 Signed Corrected Assignment - All#page11.tif  
source=7785-0748 Signed Corrected Assignment - All#page12.tif  
source=7785-0748 Previous Assignment Cover Sheet#page1.tif  
source=7785-0748 Previous Assignment Cover Sheet#page2.tif

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>Scott White</td><td>04/22/2008</td></tr><tr><td>James L. Cansler</td><td>04/17/2008</td></tr><tr><td>Charles Scott</td><td>04/17/2008</td></tr></tbody></table>	Name	Execution Date	Scott White	04/22/2008	James L. Cansler	04/17/2008	Charles Scott	04/17/2008			
Name	Execution Date										
Scott White	04/22/2008										
James L. Cansler	04/17/2008										
Charles Scott	04/17/2008										
RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>AT&amp;T INTELLECTUAL PROPERTY, LP</td></tr><tr><td>Street Address:</td><td>645 E. Plumb Lane</td></tr><tr><td>City:</td><td>Reno</td></tr><tr><td>State/Country:</td><td>NEVADA</td></tr><tr><td>Postal Code:</td><td>89502</td></tr></table>	Name:	AT&T INTELLECTUAL PROPERTY, LP	Street Address:	645 E. Plumb Lane	City:	Reno	State/Country:	NEVADA	Postal Code:	89502	
Name:	AT&T INTELLECTUAL PROPERTY, LP										
Street Address:	645 E. Plumb Lane										
City:	Reno										
State/Country:	NEVADA										
Postal Code:	89502										
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>12107886</td></tr></tbody></table>	Property Type	Number	Application Number:	12107886							
Property Type	Number										
Application Number:	12107886										
CORRESPONDENCE DATA											
Fax Number: (512)439-7199 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone: (512) 439-7100											
Email: landre@larsonnewman.com											
Correspondent Name: Larson Newman Abel Polansky & White, LLP											
Address Line 1: 5914 West Courtyard Drive, Suite 200											
Address Line 4: Austin, TEXAS 78730											
ATTORNEY DOCKET NUMBER:	2007-1445										
NAME OF SUBMITTER:	Timothy G. Newman										
Total Attachments: 4 source=2007-1445 Assignment#page1.tif source=2007-1445 Assignment#page2.tif											

CH \$40.00 12107886

500520874

source=2007-1445 Assignment#page3.tif  
source=2007-1445 Assignment#page4.tif

### ASSIGNMENT

WHEREAS, **Scott White**, a citizen of the United States of America; residing at **6806 Smokey Hill Road, Austin, Texas 78736**; **James L. Caniser**, a citizen of the United States of America, residing at **401 Plumbago, Pflugerville, Texas 78660**; **Charles Scott**, a citizen of the United States of America, residing at **204 Laurelwood Trail, Austin, Texas 78746**; hereinafter called the "Assignors," have made the invention described in the United States patent application entitled "**Systems and Methods for Searching Based on Information in Commercials**," Attorney Docket No. 7780-071445 (AT&T 2007-1445), for a full description of which reference is here made to an application for Letters Patent of the United States filed herewith; and SW \_\_\_\_\_ JC \_\_\_\_\_ CS CS

AT&T INTELLECTUAL PROPERTY I, L.P.

WHEREAS, ~~AT&T INTELLECTUAL PROPERTY, 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 does 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 therefor 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.

Attorney Docket Number 7780-071445

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 Inventor: Scott White  
Signature of Inventor: [Signature]  
Date: 4/22/08

Witnesses for Inventor

First Witness: [Signature] 4-22-08  
Signature / Date  
[Signature]  
Full Name (printed)  
Second Witness: [Signature] 4/22/08  
Signature / Date  
MOLLY HAYDEN  
Full Name (printed)

Name of Inventor: James L. Caniser  
Signature of Inventor: \_\_\_\_\_  
Date: \_\_\_\_\_

Witnesses for Inventor

First Witness: \_\_\_\_\_  
Signature / Date  
\_\_\_\_\_  
Full Name (printed)  
Second Witness: \_\_\_\_\_  
Signature / Date  
\_\_\_\_\_  
Full Name (printed)

Attorney Docket Number 7780-071445

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 Inventor: Scott White  
Signature of Inventor: \_\_\_\_\_  
Date: \_\_\_\_\_

Witnesses for Inventor

First Witness: \_\_\_\_\_  
Signature / Date  
\_\_\_\_\_  
Full Name (printed)  
Second Witness: \_\_\_\_\_  
Signature / Date  
\_\_\_\_\_  
Full Name (printed)

Name of Inventor: James L. Caniser  
Signature of Inventor: \_\_\_\_\_  
Date: 4/17/08

Witnesses for Inventor

First Witness: \_\_\_\_\_  
Signature / Date 4/17/08  
\_\_\_\_\_  
Full Name (printed) Charles A. Halesky  
Second Witness: \_\_\_\_\_  
Signature / Date 4/17/08  
\_\_\_\_\_  
Full Name (printed) Trammy L. Butler

Attorney Docket Number 7780-071445

Name of Inventor: Charles ScottSignature of Inventor: Date: 4/17/08Witnesses for Inventor

First Witness:

 4/17/08  
Signature / DateCharles L. Malesky  
Full Name (printed)

Second Witness:

 - 04/07/08  
Signature / DateTammy L. Butler  
Full Name (printed)



## ASSIGNMENT

WHEREAS, **Scott White**, a citizen of the United States of America; residing at 6806 Smokey Hill Road, Austin, Texas 78736; **James L. Canlser**, a citizen of the United States of America, residing at 401 Plumbago, Pflugerville, Texas 78660; **Charles Scott**, a citizen of the United States of America, residing at 204 Laurelwood Trail, Austin, Texas 78746; hereinafter called the "Assignors," have made the invention described in the United States patent application entitled "**Systems and Methods for Searching Based on Information in Commercials**," Attorney Docket No. 7780-071445 (AT&T 2007-1445), for a full description of which reference is here made to an application for Letters Patent of the United States filed herewith; and

SW 6 JC \_\_\_\_\_ CS \_\_\_\_\_

AT&T INTELLECTUAL PROPERTY I, L.P.

WHEREAS, ~~AT&T INTELLECTUAL PROPERTY I, 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 does 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 therefor 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 Inventor: Scott White  
Signature of Inventor: [Signature]  
Date: 4/22/08

Witnesses for Inventor

First Witness: [Signature] 4.22.08  
Signature / Date  
[Signature]  
Full Name (printed)  
Second Witness: [Signature] 4/22/08  
Signature / Date  
MOLLY HAYDEN  
Full Name (printed)

Name of Inventor: James L. Caniser  
Signature of Inventor: \_\_\_\_\_  
Date: \_\_\_\_\_

Witnesses for Inventor

First Witness: \_\_\_\_\_  
Signature / Date  
\_\_\_\_\_  
Full Name (printed)  
Second Witness: \_\_\_\_\_  
Signature / Date  
\_\_\_\_\_  
Full Name (printed)

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 Inventor: Scott White

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

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

Witnesses for Inventor

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

Full Name (printed)

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

Full Name (printed)

Name of Inventor: James L. Caniser

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

Date: 7/17/07

Witnesses for Inventor


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

Full Name (printed)

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

Full Name (printed)


Name of Inventor: Charles Scott

Signature of Inventor: 

Date: 4/17/08

Witnesses for Inventor

First Witness:

 4/17/08  
Signature / Date

Charles L. Watkinson  
Full Name (printed)

Second Witness:

Tammy L. Butler - 04/17/08  
Signature / Date

Tammy L. Butler  
Full Name (printed)

**ASSIGNMENT**

WHEREAS, **Scott White**, a citizen of the United States of America; residing at 6806 Smokey Hill Road, Austin, Texas 78736; **James L. Canlser**, a citizen of the United States of America, residing at 401 Plumbago, Pflugerville, Texas 78660; **Charles Scott**, a citizen of the United States of America, residing at 204 Laurelwood Trail, Austin, Texas 78746; hereinafter called the "Assignors," have made the invention described in the United States patent application entitled "**Systems and Methods for Searching Based on Information in Commercials**," Attorney Docket No. 7780-071445 (AT&T 2007-1445), for a full description of which reference is here made to an application for Letters Patent of the United States filed herewith; and

SW \_\_\_\_\_ JC 7/1/14 CS \_\_\_\_\_

AT&amp;T INTELLECTUAL PROPERTY I, L.P.

WHEREAS, ~~AT&T INTELLECTUAL PROPERTY, 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 does 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 therefor 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.

Attorney Docket Number 7780-071445

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 Inventor: Scott White  
Signature of Inventor: [Signature]  
Date: 4/22/08

Witnesses for Inventor

First Witness: [Signature] 4.22.08  
Signature / Date  
[Signature]  
Full Name (printed)  
Second Witness: [Signature] 4/22/08  
Signature / Date  
MOLLY HAYDEN  
Full Name (printed)

Name of Inventor: James L. Caniser  
Signature of Inventor: \_\_\_\_\_  
Date: \_\_\_\_\_

Witnesses for Inventor

First Witness: \_\_\_\_\_  
Signature / Date  
\_\_\_\_\_  
Full Name (printed)  
Second Witness: \_\_\_\_\_  
Signature / Date  
\_\_\_\_\_  
Full Name (printed)

Attorney Docket Number 7780-071445

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 Inventor: Scott White

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

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

Witnesses for Inventor

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

Full Name (printed)

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

Full Name (printed)

Name of Inventor: James L. Caniser

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

Date: 4/17/08

Witnesses for Inventor


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

Full Name (printed)

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


Full Name (printed)

Attorney Docket Number 7780-071445

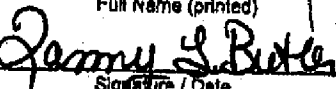
Name of Inventor: Charles Scott  
Signature of Inventor:   
Date: 4/17/08

Witnesses for Inventor

First Witness:

 4/17/08  
Signature / Date  
Charles L. Watesky  
Full Name (printed)

Second Witness:

 04/17/08  
Signature / Date  
Tammy L. Butler  
Full Name (printed)