

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT3023528

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JOHN TINSMAN	09/12/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	OPENTV, INC.
<b>Street Address:</b>	275 SACRAMENTO STREET
<b>City:</b>	SAN FRANCISCO
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94111
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	13621794
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	612-373-6900
<b>Email:</b>	request@slwip.com
<b>Correspondent Name:</b>	SCHWEGMAN LUNDBERG & WOESSNER
<b>Address Line 1:</b>	P.O. BOX 2938
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55402
<b>ATTORNEY DOCKET NUMBER:</b>	2050.181US1
<b>NAME OF SUBMITTER:</b>	DIANA JOHNSON
<b>SIGNATURE:</b>	/Diana Johnson/
<b>DATE SIGNED:</b>	09/16/2014
This document serves as an Oath/Declaration (37 CFR 1.63).	
<b>Total Attachments: 4</b>	
source=2050 181US1SIGNED John Tinsman assignment recordation#page1.tif	
source=2050 181US1SIGNED John Tinsman assignment recordation#page2.tif	
source=2050 181US1SIGNED John Tinsman assignment recordation#page3.tif	
source=2050 181US1SIGNED John Tinsman assignment recordation#page4.tif	

RECORDATION FORM COVER SHEET  
PATENTS ONLY

Atty Ref/Docket No.: 2050.181US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

John Tinsman

Additional name(s) of conveying party(ies) attached?

Yes  No

3. Nature of conveyance:

Assignment  Merger  
 Security Agreement  Change of Name  
 Other

Execution Date: September 12, 2014

2. Name and address of receiving party(ies):

Name: OpenTV, Inc.

Street Address: 275 Sacramento Street

City: San Francisco State: CA Zip: 94111

Country: United States of America

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

Serial No. 13/621,794

B. Patent No.(s)

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Susan Yee

Address:

Schwegman Lundberg & Woessner, P.A.  
P.O. Box 2938  
Minneapolis, MN 55402--0938

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 0.00

Enclosed

Authorized to be charged to deposit account 19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

**DO NOT USE THIS SPACE**

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Susan Yee/Reg. No. 41,388

Name of Person Signing

*Susan Yee*  
Signature

September 15, 2014

Date

Total number of pages including cover sheet: 4

Mail documents to be recorded with required cover sheet information to:

**Commissioner of Patents and Trademarks**  
**Mail Stop Assignment Recordation Services**  
**P.O. Box 1450**  
**Alexandria, VA 22313-1450**

**PATENT**  
**REEL: 033744 FRAME: 0737**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
John Tinsman et al.

Application No.: 13/621,794

Confirmation No.: 4683

Filed: September 17, 2012

For: **AUTOMATIC LOCALIZATION OF ADVERTISEMENTS**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**DECLARATION AND ASSIGNMENT BY INVENTOR**  
**UNDER RULE 37 CFR §1.63 EFFECTIVE ON SEPTEMBER 16, 2012**

We, John Tinsman of	<u>Fallbrook</u> (city)	<u>California</u> (state or country)	
Thomas Huber of	<u>Arvada</u> (city)	<u>Colorado</u> (state or country)	
Thomas Lemmons of	<u>Evergreen</u> (city)	<u>Colorado</u> (state or country)	, and
Ian Zenoni of	<u>Highlands Ranch</u> (city)	<u>Colorado</u> (state or country)	, hereby declare that:

1. We believe we are the original joint inventors of a claimed invention in a patent application entitled:

**AUTOMATIC LOCALIZATION OF ADVERTISEMENTS**

a patent application for which:

was filed at the U.S. Patent and Trademark Office on September 17, 2012, as Application Serial No. 13/621,794, and identified as Attorney Docket No. 2050.181US1.

2. We made, authorized to make, or will make or authorize to make, and hereby do make and authorize to make, the above-identified patent application at the U.S. Patent and Trademark Office.

3. We have reviewed and understand the contents of the above-identified patent application, including the claims.

4. We are 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 CFR §1.56.

5. We hereby acknowledge that any willful false statement made in the above declaration is punishable under 18 USC §1001 by fine or imprisonment of not more than five (5) years, or both.

#### 6. ASSIGNMENT

We hereby assign to **OpenTV, Inc.**, a corporation of Delaware, having a place of business at 275 Sacramento Street, 94111, San Francisco, California, and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest in an application for United States Patent, entitled ***AUTOMATIC LOCALIZATION OF ADVERTISEMENTS***, filed herewith, and assigned U.S. Serial Number 13/621,794 (the "Application"), together with the entire right, title, and interest throughout the world in any and all inventions and improvements which are described in the Application.

This assignment includes the entire right, title and interest in the Application, all legal equivalents and corresponding applications thereof in any country, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions and improvements, including, but not limited to, all patents, utility models, and design registrations, and certificates granted on all divisional, continuation (including continuation-in-part), reissue, and reexamination applications, any and all certificates and other documents issued in any post-grant proceeding, and extensions of said applications and patents of the United States, foreign patents, utility models, and design registrations, and the right to claim priority based on the filing date of the Application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes, and the right to seek relief and recover all damages, including, but not limited to, a reasonable royalty, by reason of infringement or any other violation of patent or patent application rights. We authorize the Assignee to apply in all countries in our names or in the name of the Assignee for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements.

In addition, we hereby confirm the sale, assignment, and transfer to the Assignee of the entire right, title and interest throughout the world in said inventions and improvements that occurred by operation of an employment agreement between us and the Assignee existing at the time said inventions and improvements were made. Should we have any remaining right, title or interest in or to said inventions and improvements anywhere in the world, we hereby sell, assign, and transfer such remaining right, title and interest to the Assignee.

The foregoing assignments, sale and transfer have been made for good and valuable consideration, the receipt of which is hereby acknowledged.

We hereby represent and covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into that would conflict with the assignment of said inventions and improvements to the Assignee.

We further covenant for ourselves and our respective heirs, legal representatives and assigns, to assist the Assignee in handling various procedures, tasks and documentation in

Inventor : John Tinsman et al.  
Serial No. : 13/621,794  
Filed : September 17, 2012  
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Docket No.: 2050.181US1  
Client Ref. No.: INTE-181-US1 and P-18-1181-US1

connection with this assignment, including, but not limited to, providing to the Assignee promptly upon the request of the Assignee all pertinent facts and documents relating to said invention and improvements, and said patents, said legal equivalents or other legal instrument as may be known and accessible to me and testifying as to the same in any interference, litigation, or proceeding relating thereto, and promptly executing and delivering to the Assignee or its legal representative any and all papers, documents, instruments or affidavits in connection with obtaining, maintaining, issuing or enforcing said application, said inventions and improvements, and said patents, said equivalents and other legal instrument which may be necessary or desirable to carry out the purposes thereof.

7. We hereby authorize and request the Commissioner of Patents and Trademarks to issue one or more patents in the United States for said inventions and improvements to OpenTV, Inc. as assignee of the entire interest, for the sole use and benefit of Assignee, its successors and assigns.

8. We are competent to execute the above declaration and assignment. We hereby have duly executed the declaration and assignment below with our names.

Full name of inventor: John Tinsman, Thomas Huber, Thomas Lemmons, Ian Zenoni

Inventor's signature: \_\_\_\_\_

Date: SEP 12 2014

Inventor's signature: \_\_\_\_\_

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

Inventor's signature: \_\_\_\_\_

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

Inventor's signature: \_\_\_\_\_

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