

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT3209566

|   |                              |
|---|------------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT               |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT                   |
| <b>CONVEYING PARTY DATA</b>   |                              |
| <b>Name</b>   | <b>Execution Date</b>        |
| WOEI-SHYANG YEE   | 01/24/2015                   |
| WESLEY W. HUJE  | 02/02/2015                   |
| GERARD V. TALATINIAN  | 01/30/2015                   |
| CHRISTOPHER YANG  | 12/30/2014                   |
| CHRISTINE T. LOPEZ  | 02/03/2015                   |
| <b>RECEIVING PARTY DATA</b>   |                              |
| <b>Name:</b>  | The DIRECTV Group, Inc.      |
| <b>Street Address:</b>  | 2230 E. Imperial Highway     |
| <b>City:</b>  | El Segundo                   |
| <b>State/Country:</b>   | CALIFORNIA                   |
| <b>Postal Code:</b>   | 90245                        |
| <b>PROPERTY NUMBERS Total: 1</b>  |                              |
| <b>Property Type</b>  | <b>Number</b>                |
| Application Number:   | 14592835                     |
| <b>CORRESPONDENCE DATA</b>  |                              |
| <b>Fax Number:</b>  | (310)964-0941                |
| <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>Email:</b>   | janet.shibata@directv.com    |
| <b>Correspondent Name:</b>  | THE DIRECTV GROUP, INC.      |
| <b>Address Line 1:</b>  | 2230 E. IMPERIAL HIGHWAY     |
| <b>Address Line 2:</b>  | CA/LA5/A109                  |
| <b>Address Line 4:</b>  | EL SEGUNDO, CALIFORNIA 90245 |
| <b>ATTORNEY DOCKET NUMBER:</b>  | PD-212031                    |
| <b>NAME OF SUBMITTER:</b>   | JANET SHIBATA                |
| <b>SIGNATURE:</b>   | /Janet Shibata/              |
| <b>DATE SIGNED:</b>   | 02/03/2015                   |
| <b>Total Attachments: 5</b><br>source=PD-212031-ASN#page1.tif   |                              |

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DIRECTV

PD-212031

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#### ASSIGNMENT

WHEREAS, WOEI-SHYANG YEE, WESLEY W. HUIE, GERARD V. TALATINIAN, CHRISTOPHER YANG, and CHRISTINE T. LOPEZ, as below named joint inventors of the city and state as stated below next to our names, have invented **SYSTEMS AND METHODS FOR TRIGGERING USER INTERFACES FOR PRODUCT AND/OR SERVICE TRANSACTIONS VIA USER RECEIVING DEVICES AND MOBILE DEVICES** for which application for Letters Patent of the United States was filed on January 8, 2015 as U.S. Patent Application Serial No. 14/592,835.

WHEREAS, The DIRECTV Group, Inc. (hereinafter referred to as the "Company"), a Delaware Corporation, having its principal place of business in El Segundo, California, is desirous of acquiring the entire and exclusive right, title and interest in, to and under said invention, said application and any and all Letters Patent that may be granted therefore in the United States and throughout the world;

NOW, THEREFORE, in consideration of the obligations voluntarily assumed by us and set forth in invention agreements between us and our employer, effective the date as stated below next to our names, and other good and valuable consideration, receipt of which is hereby acknowledged, we do hereby sell, assign and transfer to the Company, its successors, assigns or other legal representatives, the entire and exclusive right, title and interest in and to said invention invented by us, to said application and any and all applications which are continuations, continuations-in-part, divisions or substitutes of said application and any and all Letters Patent that may be granted therefore in the United States and throughout the world on any of said applications and to any and all reexaminations, reissues, renewals or extensions of said Letters Patent in the United States and throughout the world for the full term or terms for which said Letters patent may be granted in the United States and throughout the world; authorize and request The Commissioner of Patents and Trademarks of the United States and all foreign countries to issue all such Letters Patent to said Company, its successors, assigns or other legal representatives; covenant that no assignment, sale, agreement, transfer or encumbrance has been, or will be, made or entered into which would conflict with this assignment, sale and transfer; and agree to communicate to the Company, its successors, assigns or other legal representatives, upon request and at no cost or expense to us, any facts known by us respecting said invention, do all lawful acts, including the execution and delivery of all papers and proper oaths and giving of testimony that is deemed necessary or desirable by the Company, its successors, assigns or other legal representatives with regard to said invention for protecting, obtaining, maintaining and enforcing any and all of said Letters Patent in the United States and throughout the world for said invention and for perfecting, affirming, recording and maintaining the title of the Company, its successors, assigns or other legal representatives, and generally cooperate to the fullest extent in all matters pertaining to said invention, and any and all of said Letters Patent and the title thereto in the Company, its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, we have executed this instrument.

|  |                      |           |
|--|----------------------|-----------|
| FULL NAME OF SOLE OR JOINT INVENTOR              | INVENTOR'S SIGNATURE | DATE      |
| WOEI-SHYANG YEE                                  |                      | JAN 24/15 |
| RESIDENCE (CITY AND STATE)<br>Irvine, California |                      |           |

|   |                      |      |
|---|----------------------|------|
| FULL NAME OF SOLE OR JOINT INVENTOR                 | INVENTOR'S SIGNATURE | DATE |
| WESLEY W. HUIE                                      |                      |      |
| RESIDENCE (CITY AND STATE)<br>Riverside, California |                      |      |

|  |                      |            |
|--|----------------------|------------|
| FULL NAME OF SOLE OR JOINT INVENTOR                      | INVENTOR'S SIGNATURE | DATE       |
| GERARD V. TALATINIAN                                     |                      | 2015/01/30 |
| RESIDENCE (CITY AND STATE)<br>Foothill Ranch, California |                      |            |

|   |                      |      |
|---|----------------------|------|
| FULL NAME OF SOLE OR JOINT INVENTOR                   | INVENTOR'S SIGNATURE | DATE |
| CHRISTOPHER YANG                                      |                      |      |
| RESIDENCE (CITY AND STATE)<br>Temple City, California |                      |      |

|  |                      |        |
|--|----------------------|--------|
| FULL NAME OF SOLE OR JOINT INVENTOR                | INVENTOR'S SIGNATURE | DATE   |
| CHRISTINE T. LOPEZ                                 |                      | 2/3/15 |
| RESIDENCE (CITY AND STATE)<br>Rosedale, California |                      |        |

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which the certificate is attached, and not the truthfulness, accuracy, or validity of that document.

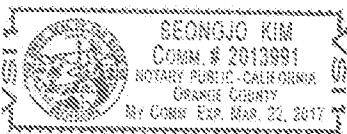
STATE OF CALIFORNIA )  
 ) SS:  
 COUNTY OF Orange )

On Jan. 24<sup>th</sup>, 2015, before me, SEONGJO KIM, a Notary Public in and for said State, personally appeared WOEI-SHYANG YEE, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.


WITNESS my hand and official seal.

\_\_\_\_\_  
 Notary Public

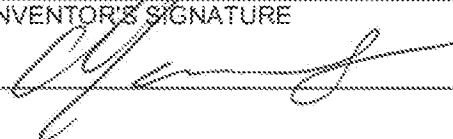


IN WITNESS WHEREOF, we have executed this instrument.

|  |                      |      |
|--|----------------------|------|
| FULL NAME OF SOLE OR JOINT INVENTOR              | INVENTOR'S SIGNATURE | DATE |
| WOEI-SHYANG YEE                                  |                      |      |
| RESIDENCE (CITY AND STATE)<br>Irvine, California |                      |      |

|   |  |          |
|---|--|----------|
| FULL NAME OF SOLE OR JOINT INVENTOR                 | INVENTOR'S SIGNATURE   | DATE     |
| WESLEY W. HUIE                                      |  | 2/2/2015 |
| RESIDENCE (CITY AND STATE)<br>Riverside, California |  |          |

|  |                      |      |
|--|----------------------|------|
| FULL NAME OF SOLE OR JOINT INVENTOR                      | INVENTOR'S SIGNATURE | DATE |
| GERARD V. TALATINIAN                                     |                      |      |
| RESIDENCE (CITY AND STATE)<br>Foothill Ranch, California |                      |      |

|   |   |          |
|---|---|----------|
| FULL NAME OF SOLE OR JOINT INVENTOR                   | INVENTOR'S SIGNATURE  | DATE     |
| CHRISTOPHER YANG                                      |  | 12/30/14 |
| RESIDENCE (CITY AND STATE)<br>Temple City, California |   |          |

|  |                      |      |
|--|----------------------|------|
| FULL NAME OF SOLE OR JOINT INVENTOR              | INVENTOR'S SIGNATURE | DATE |
| CHRISTINE T. LOPEZ                               |                      |      |
| RESIDENCE (CITY AND STATE)<br>Reseda, California |                      |      |

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STATE OF CALIFORNIA )  
 ) SS:  
 COUNTY OF \_\_\_\_\_ )

On \_\_\_\_\_, before me, \_\_\_\_\_, a Notary Public in and for said State, personally appeared WOEI-SHYANG YEE, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

\_\_\_\_\_

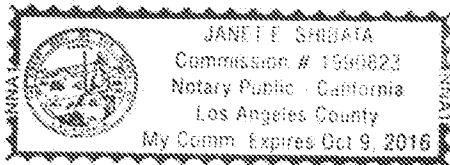
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which the certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF CALIFORNIA )  
COUNTY OF LOS ANGELES ) SS:

On February 2, 2015, before me, Janet E. Shibata, a Notary Public in and for said State, personally appeared WESLEY W. HUIE, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Janet E. Shibata  
Notary Public

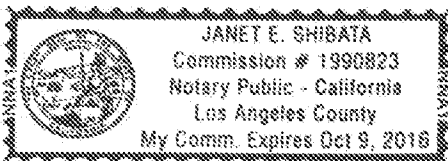
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which the certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF CALIFORNIA )  
COUNTY OF LOS ANGELES ) SS:

On January 30, 2015, before me, Janet E. Shibata, a Notary Public in and for said State, personally appeared GERARD V. TALATINIAN, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Janet E. Shibata  
Notary Public

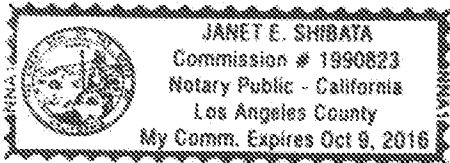
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which the certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF CALIFORNIA                    )  
  ) SS:  
COUNTY OF LOS ANGELES            )

On December 30, 2014, before me, Janet E. Shibata, a Notary Public in and for said State, personally appeared CHRISTOPHER YANG, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Janet E. Shibata  
Notary Public

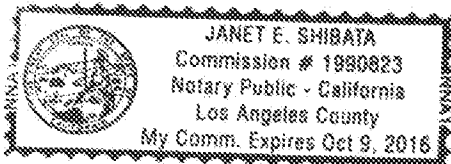
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which the certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF CALIFORNIA                    )  
  ) SS:  
COUNTY OF LOS ANGELES            )

On February 3, 2015, before me, Janet E. Shibata, a Notary Public in and for said State, personally appeared CHRISTINE T. LOPEZ, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Janet E. Shibata  
Notary Public