

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3425290

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
ABHISHEK MUKHERJI	06/16/2015
VIJAY SRINIVASAN	06/16/2015
SATHEESH SUDARSAN	06/17/2015
SHALINDER SINGH SIDHU	06/25/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	SAMSUNG ELECTRONICS CO., LTD
<b>Street Address:</b>	129, SAMSUNG-RO
<b>Internal Address:</b>	YEONGTONG-GU, SUWON-SI
<b>City:</b>	GYEONGGI-DO
<b>State/Country:</b>	KOREA, REPUBLIC OF
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14741362
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(561)423-9297
<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>	561-801-7700
<b>Email:</b>	PTOMAIL@IPLAWPRO.COM
<b>Correspondent Name:</b>	CUENOT, FORSYTHE & KIM, LLC
<b>Address Line 1:</b>	20283 STATE ROAD 7
<b>Address Line 2:</b>	SUITE 300
<b>Address Line 4:</b>	BOCA RATON, FLORIDA 33498
<b>ATTORNEY DOCKET NUMBER:</b>	ASP14-MS05-A2_8255-0010
<b>NAME OF SUBMITTER:</b>	KEVIN T. CUENOT
<b>SIGNATURE:</b>	/KEVIN T. CUENOT/
<b>DATE SIGNED:</b>	07/03/2015
This document serves as an Oath/Declaration (37 CFR 1.63).	
<b>Total Attachments: 8</b>	

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DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN  
APPLICATION DATA SHEET (37 CFR 1.76) AND ASSIGNMENT

Title of  
Invention

SEQUENTIAL BEHAVIOR-BASED CONTENT DELIVERY

As the undersigned inventor, I hereby declare that:

This combined declaration and assignment is directed to: ☒ The attached application, or  
☐ United States application or PCT International application number \_\_\_\_\_  
filed on \_\_\_\_\_.

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 have reviewed and understand the contents of the application including the claims, for which this combined declaration and assignment is being submitted.

I am aware of the duty to disclose to the Office all information known to me to be material to patentability as defined in 37 CFR 1.56.

WHEREAS, Samsung Electronics Co., Ltd., a Korean corporation, having a place of business at 129, Samsung-ro, Yeongtong-gu Suwon-si, Gyeonggi-do, Korea (hereinafter referred to as "ASSIGNEE"), desires to acquire the entire right, title and interest in said invention and to any patent that may be granted thereon in the United States and foreign countries;

NOW, THEREFORE, for good and valuable consideration, the receipt whereof is hereby acknowledged, We, the below named inventors, hereby sell, assign and transfer to said ASSIGNEE, its successors and assigns, the entire right, title and interest in the above-identified application and the invention disclosed therein in all countries, including all divisional applications, continuation applications, and corresponding priority applications including those to which priority is claimed under the International Convention of Paris including under 35 U.S.C. 119, substitutions, and renewals thereof, and to all patents that may be granted thereon, and all reissues thereof.

We hereby authorize and request the Patent Office Officials in the United States and all foreign countries to issue patents, when granted, to said ASSIGNEE, its successors and assigns. Further, We agree that said ASSIGNEE, its successors and assigns, may apply for patents for the invention in foreign countries without further authorization from us. Also, We agree to execute all papers and generally to do everything possible to aid said ASSIGNEE, its successors and assigns, in obtaining and enforcing patents for the invention in all countries.

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

LEGAL NAME OF 1 INVENTOR (e.g., full first name, middle initial, last name)

Inventor: : ABHISHEK MUKHERJI

Date: 06/16/2015

Signature: Abhishek

Docket No. ASP14-MS05-A2 (8255-0010)

LEGAL NAME OF 2 INVENTOR (e.g., full first name, middle initial, last name)

Inventor: : VIJAY SRINIVASAN

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

Signature: \_\_\_\_\_

LEGAL NAME OF 3 INVENTOR (e.g., full first name, middle initial, last name)

Inventor: : SATHEESH SUDARSAN

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

Signature: \_\_\_\_\_

LEGAL NAME OF 4 INVENTOR (e.g., full first name, middle initial, last name)

Inventor: : SHALINDER SINGH SIDHU

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

Signature: \_\_\_\_\_

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Signature: \_\_\_\_\_

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Inventor: : SHALINDER SINGH SIDHU

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Inventor : <u>ABHISHEK MUKHERJI</u>	Date: _____
Signature: _____	

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Inventor: : VIJAY SRINIVASAN

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

Signature: \_\_\_\_\_

LEGAL NAME OF 3 INVENTOR (e.g., full first name, middle initial, last name)

Inventor: : SATHEESH SUDARSAN

Date: 06/17/2015

Signature: [Signature]

LEGAL NAME OF 4 INVENTOR (e.g., full first name, middle initial, last name)

Inventor: : SHALINDER SINGH SIDHU

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

Signature: \_\_\_\_\_



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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.	
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Inventor: : **ABHISHEK MUKHERJI** Date: \_\_\_\_\_

Signature: \_\_\_\_\_

LEGAL NAME OF 2 INVENTOR (e.g., full first name, middle initial, last name)

Inventor: : **VIJAY SRINIVASAN**

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

Signature: \_\_\_\_\_

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Inventor: : **SATHEESH SUDARSAN**

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

Signature: \_\_\_\_\_

LEGAL NAME OF 4 INVENTOR (e.g., full first name, middle initial, last name)

Inventor: : **SHALINDER SINGH SIDHU**

Date: 06/25/2015

Signature:  \_\_\_\_\_