

PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT3454038

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
KENT P. MADER	07/24/2015
ADITYA P. MISHRA	07/24/2015
SUNAINA CHAUDHARY	07/23/2015
SAFIA BENAOUDA	07/23/2015
RECEIVING PARTY DATA	
Name:	The DIRECTV Group, Inc.
Street Address:	2230 E. Imperial Highway
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90245
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14805564
CORRESPONDENCE DATA	
Fax Number:	(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>	
Email:	janet.shibata@directv.com
Correspondent Name:	THE DIRECTV GROUP, INC.
Address Line 1:	2230 E. IMPERIAL HIGHWAY
Address Line 2:	CA/LA5/A109
Address Line 4:	EL SEGUNDO, CALIFORNIA 90245
ATTORNEY DOCKET NUMBER:	PD-215086
NAME OF SUBMITTER:	JANET SHIBATA
SIGNATURE:	/Janet Shibata/
DATE SIGNED:	07/24/2015
Total Attachments: 4	
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PD-215086
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ASSIGNMENT

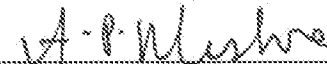
WHEREAS, **KENT P. MADER, ADITYA P. MISHRA, SUNAINA CHAUDHARY and SAFIA BENAOUA**, as below named joint inventors of the city and state as stated below next to our names, have invented a(an) **METHOD AND SYSTEM FOR DIRECTING SERVICE OFFERINGS CORRESPONDING TO A CUSTOMER RISK PROFILE** for which application for Letters Patent of the United States has been filed on July 22, 2015 as Application Serial No. 14/805,564.

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;

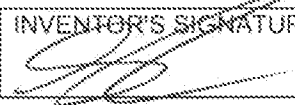
NOW, THEREFORE, in consideration of the obligations voluntarily assumed by us and set forth in invention agreements between us and our employer, effective the date as stated below next to our names, and other good and valuable consideration, receipt of which is hereby acknowledged, we do hereby sell, 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
KENT P. MADER		7/24/15
RESIDENCE (CITY AND STATE) Hermosa Beach, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
ADITYA P. MISHRA		24 th July '15
RESIDENCE (CITY AND STATE) Torrance, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
SUNAINA CHAUDHARY		7/23/2015
RESIDENCE (CITY AND STATE) Santa Fe Springs, California		

FULL NAME OF SOLE OR JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
SAFIA BENAOUA		7/23/15
RESIDENCE (CITY AND STATE) Venice, California		

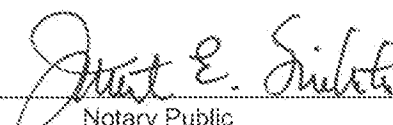
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which the certificate is attached, and not the truthfulness, accuracy, or validity of that document.

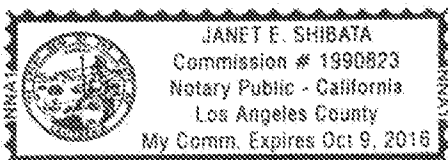
STATE OF CALIFORNIA)
) SS:
 COUNTY OF LOS ANGELES)

On July 24, 2015, before me, Janet E. Shibata, a Notary Public in and for said State, personally appeared KENT P. MADER, 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



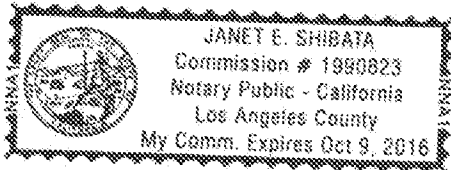
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STATE OF CALIFORNIA)
) SS.
COUNTY OF LOS ANGELES)

On July 24, 2015, before me, Janet E. Shibata, a Notary Public in and for said State, personally appeared ADITYA P. MISHRA, 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

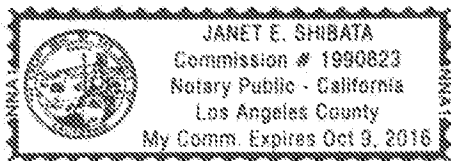
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which the certificate is attached, and not the truthfulness, accuracy, or validity of that document.

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

On July 23, 2015, before me, Janet E. Shibata, a Notary Public in and for said State, personally appeared SUNAINA CHAUDHARY, 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

