

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
WASSIM SAMIR CHAAR	10/28/2015
JOSÉ ANTONIO CARBAJAL OROZCO	10/28/2015
PETER ALEXANDER WILLIAMS	10/28/2015
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Name:	TURNER BROADCASTING SYSTEM, INC.
Street Address:	ONE CNN CENTER
City:	ATLANTA
State/Country:	GEORGIA
Postal Code:	30303
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14930586
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DATE SIGNED:	11/05/2015
Total Attachments: 2	
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ASSIGNMENT

File No.: TBS-1034

Serial No.: 14/930,586

Inventors: Wassim Samir Chaar
Jose Antonio Carbajal Orozco
Peter Alexander Williams

Filing Date: 2015-11-02

In consideration of One Dollar (\$1.00) and other good and valuable considerations in hand paid, the receipt and sufficiency whereof are hereby acknowledged, each of the undersigned hereby assigns to Turner Broadcasting System, Inc., One CNN Center, Atlanta, GA 30303, its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, entitled: GENERATION OF REACH, MIXTURE, AND PRICING UTILIZING A FRAMEWORK FOR AUDIENCE RATING ESTIMATION, and identified as File No. TBS-1034, in the offices of Loza & Loza, LLP, and in said application and any and all other applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any continuation, continuation-in-part, divisional, re-examination, reissue or extension of such patents, and further assigns to said assignee the priority right provided by the International Convention.

Each of the undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

Each of the undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the filing date and serial number of said application when officially known.

Each of the undersigned warrants himself/herself to be the owner of the entire right, title and interest in said invention or improvements and to have the right to make this assignment, and further warrants that there are no outstanding prior assignments, licenses, or other encumbrances on the interest herein assigned.

For said considerations, each of the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all continuation, continuation-in-part, divisional, re-examination, extension, and substitute applications for said invention or improvements, and any necessary oath, affidavit or declaration relating thereto, and any application for the reissue, re-examination, or extension of any Letters Patent that may be granted upon said application, and any and all applications and other document for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns may deem necessary or expedient, and for the said considerations each of the undersigned authorizes said assignee to apply for patents for said invention or improvements in its own name in such countries where such procedure is proper and further agrees, upon the request of said assignee, its successors and assigns, to cooperate to the best of the ability of the undersigned with said assignee, its successors and assigns, in any proceedings or transactions involving such applications or patents,

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including the preparation and execution of preliminary statements, giving and producing evidence and performing any and all other acts necessary to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in the assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by the said assignee, its successors and assigns, to the full end of the term for which said Letters Patent will be granted, as fully and entirely as the same would have been held and enjoyed by the undersigned if this agreement had not been made.

WITNESS my hand this 28th day of October 2015.



Wassim Samir Chaar

WITNESS my hand this 28th day of October 2015.



Jose Antonio Carbajal Orozco

WITNESS my hand this 28th day of October 2015.



Peter Alexander Williams