

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT3698788

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
SHIV KUMAR	12/08/2010
PARITOSH BAJPAY	12/09/2010
JOHN MICHAEL DONOVAN	12/09/2010
NARENDRA RAVI	12/08/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	AT&T INTELLECTUAL PROPERTY I, L.P.
<b>Street Address:</b>	675 W. PEACHTREE STREET
<b>Internal Address:</b>	SUITE 4000
<b>City:</b>	ATLANTA
<b>State/Country:</b>	GEORGIA
<b>Postal Code:</b>	30308
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14996995
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(512)327-5575
<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>	512-327-5515
<b>Email:</b>	gadame@tjgiplaw.com
<b>Correspondent Name:</b>	AT&T LEGAL DEPARTMENT - TOLER
<b>Address Line 1:</b>	ONE AT&T WAY
<b>Address Line 2:</b>	ROOM 2A-207
<b>Address Line 4:</b>	BEDMINSTER, NEW JERSEY 07921
<b>ATTORNEY DOCKET NUMBER:</b>	2010-0841 CON
<b>NAME OF SUBMITTER:</b>	PAMELA S. POLNICK
<b>SIGNATURE:</b>	/Pamela S. Polnick/
<b>DATE SIGNED:</b>	01/15/2016
<b>Total Attachments: 5</b>	

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**ASSIGNMENT**

WHEREAS, Shiv Kumar, a citizen of the United States of America, residing at 42 Cape May Drive, Marlboro, NJ 07746; Paritosh Bajpay, a citizen of the United States of America, residing at 7 Sinclair Road, Edison, NJ 08820; John Michael Donovan, a citizen of the United States of America, residing at 356 Arcadia Place, San Antonio, TX 78209; and Narendra Ravi, a citizen of India, residing at 4 Freedom Court, Howell, NJ 07731 hereinafter called the "Assignors," have made the invention described in the United States patent application entitled, "*Rule-Based Selection of Content*," Attorney Docket No. 2010-0841 (AT&T 2010-0841), for a full description of which reference is here made to an application for Letters Patent of the United States filed herewith; and

WHEREAS, AT&T Intellectual Property I, L.P., a partnership organized and existing under the laws of the State of Nevada, having a place of business at 645 E. Plumb Lane, Reno, Nevada 89502, hereinafter called the "Assignee," desires to acquire the entire right, title and interest for the United States of America and elsewhere throughout the world in and to said invention and the patent application identified above, including any and all divisions and continuations thereof and any and all Letters Patent which may be granted thereon, including any and all renewals, reissues and prolongations thereof.

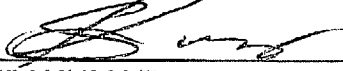
NOW, THEREFORE in consideration of the sum of One Dollar (\$1.00) and other valuable and legally sufficient consideration, the receipt of which by the Assignors from the Assignee is hereby acknowledged, the Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefore in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term and terms for all such patents.

AND said Assignors hereby covenant and agree, for both the Assignors and the Assignors' legal representatives, that the Assignors will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignors will execute and deliver to the Assignee to carry out the terms of this Assignment. Assignors authorize attorney or agent to fill in the U.S. Application Serial No. above, if required.

Attorney Docket Number: 2010-0841

AND said Assignors authorize and request the Commissioner of Patents to issue Letters Patent on said application, and on any all divisions and continuations thereof, to said Assignee, its assigns and legal representatives, in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, this Assignment is executed by said Assignors, on the date(s) listed below.

Executed on 12/8/, 2010 by   
SHIV KUMAR


----- Notary Use Below -----

State of New Jersey  
County of Monmouth

On December 8, 2010, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to within this instrument, personally appeared before me and acknowledged to me that he/she executed this instrument in his/her authorized capacity, and that by his/her signature, he/she or the entity upon behalf of which he/she acted, executed the instrument.

KAREN M. CREDLE  
A NOTARY OF NEW JERSEY  
MY COMMISSION EXPIRES AUGUST 25, 2013

WITNESS my hand and official seal.

  
Signature of Notary

Attorney Docket Number: 2010-0841

Executed on Dec. 9, 2010 by Paritosh Bajpay  
PARITOSH BAJPAY

----- Notary Use Below -----

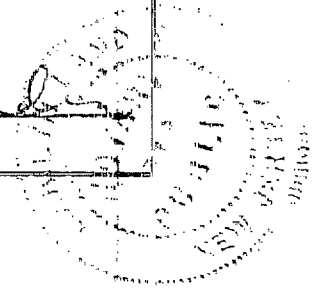
State of New Jersey  
County of Monmouth

On Dec. 9, 2010, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to within this instrument, personally appeared before me and acknowledged to me that he/she executed this instrument in his/her authorized capacity, and that by his/her signature, he/she or the entity upon behalf of which he/she acted, executed the instrument.

WITNESS my hand and official seal.

Marilyn Landin  
Signature of Notary

MARILYN LANDIN  
MY COMMISSION EXPIRES  
12/13/2011

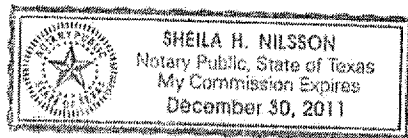


Executed on December 9, 2010 by [Signature]  
JOHN MICHAEL DONOVAN

----- Notary Use Below -----

State of Texas  
County of Dallas

On December 9, 2010, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to within this instrument, personally appeared before me and acknowledged to me that he/she executed this instrument in his/her authorized capacity, and that by his/her signature, he/she or the entity upon behalf of which he/she acted, executed the instrument.



WITNESS my hand and official seal.

[Signature]  
Signature of Notary

Attorney Docket Number: 2010-0841

Executed on Dec 8, 2010, 2010 by *R Narendra*  
NARENDRA RAVI

----- Notary Use Below -----

State of New Jersey  
County of Monmouth

On December 8, 2010, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to within this instrument, personally appeared before me and acknowledged to me that he/she executed this instrument in his/her authorized capacity, and that by his/her signature, he/she or the entity upon behalf of which he/she acted, executed the instrument.

KAREN M. CREDLE  
A NOTARY OF NEW JERSEY  
MY COMMISSION EXPIRES AUGUST 25, 2013

WITNESS my hand and official seal.

*Karen M Credle*  
Signature of Notary