

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	HISAO M. CHANG	05/12/2008
RECEIVING PARTY DATA		
Name:	AT&T KNOWLEDGE VENTURES, L.P.	
Street Address:	645 E. PLUMB LANE	
City:	RENO	
State/Country:	NEVADA	
Postal Code:	89502	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	14933435	
CORRESPONDENCE DATA		
Fax Number:	(732)542-2283	
<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>		
Phone:	732-542-2280	
Email:	khunter@trbkclaw.com	
Correspondent Name:	AT&T LEGAL DEPARTMENT - TRBK	
Address Line 1:	ONE AT&T WAY	
Address Line 2:	ROOM 2A-212	
Address Line 4:	BEDMINSTER, NEW JERSEY 07921	
ATTORNEY DOCKET NUMBER:	2007-1175	
NAME OF SUBMITTER:	KIRSTEN HUNTER	
SIGNATURE:	/Kirsten Hunter/	
DATE SIGNED:	06/21/2016	
Total Attachments: 2		
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ASSIGNMENT

WHEREAS, **Hisao M. Chang**, a citizen of the United States of America; residing at *2507 Kopperl Court, Cedar Park, Texas 78613*, hereinafter called the "Assignor", has made the invention described in the United States patent application entitled "**Methods and Apparatus to Generate Relevance Rankings for Use by a Program Selector of a media Presentation System**," Attorney Docket No. 7780-071175 (AT&T **2007-1175**), 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 KNOWLEDGE VENTURES, 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 Assignor has sold, assigned and transferred, and by these presents does 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 therefor 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 Assignor hereby covenants and agrees, for both the Assignor and the Assignor's legal representatives, that the Assignor 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.

AND said Assignor authorizes and requests the Commissioner of Patents to issue Letters Patent on said application, and on any all divisions and continuations thereof, to

Attorney Docket Number 7780-071175

said Assignee, its assigns and legal representatives, in accordance with the terms of this Assignment.

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

Name of Inventor: Hisao M. Chang
Signature of Inventor: *hmc*
Date: 5/12/08

Witnesses for Inventor

First Witness:

Brad Howell 5/12/08
Signature / Date

Brad Howell
Full Name (printed)

Second Witness:

Donald Garofalo 5/12/08
Signature / Date

Donald Garofalo
Full Name (printed)