

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT4002744

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
SCOTT R. SWIX	02/20/2002
PAUL T. WATSON	02/13/2002
JAMES H. GRAY	02/11/2002
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	BELLSOUTH INTELLECTUAL PROPERTY CORPORATION
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<b>State/Country:</b>	DELAWARE
<b>Postal Code:</b>	19801
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	11218827
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(732)542-2283
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<b>ATTORNEY DOCKET NUMBER:</b>	01330CON1
<b>NAME OF SUBMITTER:</b>	KIRSTEN HUNTER
<b>SIGNATURE:</b>	/Kirsten Hunter/
<b>DATE SIGNED:</b>	08/11/2016
<b>Total Attachments: 4</b>	
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ASSIGNMENT

WHEREAS, we **Scott R. Swix, Paul T. Watson and James H. Gray**, hereinafter referred to as the assignors, residing respectively at **3775 River Hollow Run, Duluth, Georgia 30096; 10375 State Bridge Road, Alpharetta, Georgia 30022; and 4922 Four Oaks Court, Atlanta, Georgia 30360** are the joint inventors of certain inventions or improvements for which we have made application for Letters Patent to the United States, identified as **Serial No. 10/034,654**, filed **December 26, 2001** entitled **SYSTEM AND METHOD FOR INSERTING ADVERTISING CONTENT IN BROADCAST PROGRAMMING**; and

WHEREAS, **BellSouth Intellectual Property Corporation** hereinafter referred to as the assignee, of **824 Market Street, Suite 510, Wilmington, Delaware 19801**, a corporation of **Delaware**, is desirous of acquiring the entire right, title and interest in and to the said inventions or improvements and in and to the said application, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in any and all countries;

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) to each of us in hand paid by said assignee, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said assignors, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over to said assignee, the entire right, title and interest in and to said inventions or improvements and said application and any and all continuations, divisions and renewals of and substitutes for said application, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in the United States and any and all other countries, and any reissue or reissues or extension or extensions of said Letters Patent, and assign to and authorize said assignee, to file in our names applications for Letters Patent in all countries, the same to be held and enjoyed by said assignee, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by us had this assignment, sale and transfer not been made.

AND we hereby covenant that we have full right to convey the entire interest herein assigned, and that we have not executed and will not execute any agreement in conflict herewith, and we further covenant and agree that we will each time request is made and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said inventions or improvements, said application and said Letters Patent to said assignee, its successors, assigns, nominees, or legal representatives, and each of us agrees to communicate to said assignee or to its nominee all known facts respecting said inventions or improvements, said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisional, continuing, reissue and foreign

DOCKET NO.: BELL-0163/01330

**PATENT**  
**Joint Inventors**

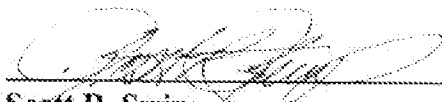
applications, to make all rightful oaths, and generally to do everything possible to aid said assignee, its successors, assigns, nominees and legal representatives to obtain and enforce for its or their own benefit proper patent protection for said inventions or improvements in any and all countries.

AND we hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue to said assignee, as assignee of the entire right, title and interest, any and all Letters Patent for said inventions or improvements, including any and all Letters Patent of the United States which may be issued and granted on or as a result of the application aforesaid, in accordance with the terms of this assignment.

AND this Assignment may be executed in multiple counterparts, each of which shall be deemed to be an original of this Assignment. Additionally, we hereby authorize our attorneys to collect the signature pages of each executed counterpart and to attach those signature pages to a single copy of this instrument, which single copy and attached signature pages together shall constitute an original of this Assignment.

IN WITNESS WHEREOF, we have hereunto set our hands and seals.

Feb 20, 2002  
Date

 (L.S.)  
Scott R. Swix

STATE OF GA :  
COUNTY OF Gwinnett : SS

On this 20th day of February, year of 2002, before me personally came the above named Scott R. Swix to me personally known and known to me to be the same individual who executed the foregoing assignment, and who acknowledged to me that execution of the same was of that person's own free will for the use and purposes therein set forth.

  
Notary Public



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**PATENT**  
**Joint Inventors**

02/1/02  
Date

James H. Gray (L.S.)  
James H. Gray

STATE OF Georgia :  
 : SS  
COUNTY OF Fulton :

On this 11 day of February, year of 03, before me personally came the above named James H. Gray to me personally known and known to me to be the same individual who executed the foregoing assignment, and who acknowledged to me that execution of the same was of that person's own free will for the use and purposes therein set forth.

Sandra H. Duncan  
Notary Public

Notary Public, Gwinnett County, Georgia  
My Commission Expires Aug. 27, 2004