

<b>PATENT ASSIGNMENT COVER SHEET</b>
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
AT&T DELAWARE INTELLECTUAL PROPERTY, INC.	08/10/2016
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<b>Postal Code:</b>	30308
<b>PROPERTY NUMBERS Total: 3</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	09467889
<b>Application Number:</b>	10017111
<b>Application Number:</b>	11212350
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<b>ATTORNEY DOCKET NUMBER:</b>	2016-9 AST
<b>NAME OF SUBMITTER:</b>	KIRSTEN HUNTER
<b>SIGNATURE:</b>	/Kirsten Hunter/
<b>DATE SIGNED:</b>	09/13/2016
<b>Total Attachments: 2</b>	
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source=2016-9 AST_ScheduleA#page1.tif	

**RECORDABLE PATENT ASSIGNMENT**

This Recordable Patent Assignment is between AT&T Delaware Intellectual Property, Inc. ("AT&T Delaware IP"), a Delaware corporation, and AT&T Intellectual Property I, L.P. ("AT&T IP I"), a Nevada limited partnership.

Effective on June 30, 2008, for good and adequate consideration, the receipt and sufficiency of which has been and hereby is acknowledged, AT&T Delaware IP hereby assigns, transfers, and conveys and/or has assigned, transferred, and conveyed to AT&T IP I all of AT&T Delaware IP's right, title and interest in and to the patents and pending patent applications identified on Attachment A (the "Patents"), with respect to which and to the extent to which AT&T Delaware IP has or previously had the right to so assign, transfer and convey such rights, including all claims for past infringement, and all divisions, reexaminations, reissues, substitutions, continuations, continuations-in-part and extensions thereof, including the right to file applications and obtain patents, utility models, industrial models and designs for said inventions in its own name throughout the world including all rights of priority, all rights to public cautionary notices reserving ownership of said inventions and all rights to claim and register said inventions in appropriate registries. AT&T Delaware IP has further agreed to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such rights, title and interest in AT&T IP I, its successors, assigns and legal representatives.

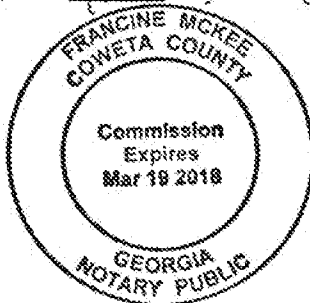
IN WITNESS WHEREOF, AT&T Delaware IP has caused this Recordable Patent Assignment to be executed by its duly authorized representative.

**AT&T INTELLECTUAL PROPERTY  
MARKETING, INC.  
As successor in interest to AT&T DELAWARE  
INTELLECTUAL PROPERTY, INC.**

By: Jeanette Napp  
Jeanette Napp  
Assistant Secretary

STATE OF GEORGIA        )  
  ) ss:  
COUNTY OF COWETA    )

Before me personally appeared the person described in and who executed the foregoing instrument, and s/he acknowledged to me that s/he executed the same for the purposes therein stated, this 10th day of August, 2016.



Francine McKee  
Notary Public

ATTACHMENT A

Docket No.: 96055CIP (F. 96055)

Application No.: 09/467,889

Filed: December 21, 1999

Titled: METHOD AND SYSTEM FOR PROVIDING TARGETED ADVERTISEMENTS

Docket No.: 01372

Application No.: 10/017,111

Filed: December 14, 2001

Titled: METHOD AND SYSTEM FOR TARGETED INCENTIVES

Docket No.: 01372CIP

Application No.: 11/212,350

Filed: August 26, 2005

Titled: METHOD AND SYSTEM FOR TARGETED INCENTIVES