

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT4093923

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
LINDA ROBERTS	12/01/2009
JA-YOUNG SUNG	12/03/2009
NATASHA BARRETT SCHULTZ	12/04/2009
ROBERT A. KING	12/01/2009
E-LEE CHANG	12/04/2009
<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>
<b>Application Number:</b>	15273288
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(847)510-0710
<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>Email:</b>	docketing@ggip.com
<b>Correspondent Name:</b>	AT&T LEGAL DEPARTMENT - GG ATTN: PATENT
<b>Address Line 1:</b>	ROOM 2A-207
<b>Address Line 2:</b>	ONE AT&T WAY
<b>Address Line 4:</b>	BEDMINSTER, NEW JERSEY 07921
<b>ATTORNEY DOCKET NUMBER:</b>	7785-0624-02
<b>NAME OF SUBMITTER:</b>	DOUGLAS SCHNABEL
<b>SIGNATURE:</b>	/Douglas Schnabel/
<b>DATE SIGNED:</b>	10/12/2016
<b>Total Attachments: 6</b>	

source=7785-0624-01\_SIGNED\_ASSIGNMENT#page1.tif  
source=7785-0624-01\_SIGNED\_ASSIGNMENT#page2.tif  
source=7785-0624-01\_SIGNED\_ASSIGNMENT#page3.tif  
source=7785-0624-01\_SIGNED\_ASSIGNMENT#page4.tif  
source=7785-0624-01\_SIGNED\_ASSIGNMENT#page5.tif  
source=7785-0624-01\_SIGNED\_ASSIGNMENT#page6.tif

## ASSIGNMENT

WHEREAS, **LINDA ROBERTS**, a citizen of the United States, residing in Decatur, GA, **E-LEE CHANG**, a citizen of the United States, residing in Mableton, GA, **JA-YOUNG SUNG**, a citizen of South Korea, residing in Atlanta, GA, **NATASHA BARRETT SCHULTZ**, a citizen of the United States, residing in Lawrenceville, GA, and **ROBERT A. KING**, a citizen of the United States, residing in Roswell, GA, hereinafter called the "Assignor(s)", have made the invention described in the United States Patent Application entitled "**APPARATUS AND METHOD FOR TAGGING MEDIA CONTENT AND MANAGING MARKETING**" Attorney Docket No. AT&T 2009-0385 (7785-624), US Patent Application No. 12/631,613 for a full description of which reference is here made to an application for Letters Patent of the United States filed on 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, to all whom it may concern, be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor(s) 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 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(s) hereby covenant and agree, for both the Assignor(s) and the Assignor(s)' legal representatives, that the Assignor(s) 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 Assignor(s) will execute and deliver to the Assignee to carry out the terms of this Assignment. Assignor(s) authorize attorney or agent to fill in the U.S. Application Serial No. above, if required.

AND said Assignor(s) 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.

The ASSIGNOR(S) hereby appoint registered patent practitioners associated with the patent application identified above as my representatives with full power of substitution and revocation to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith, to amend the specification, to appeal in case of rejection, as may be deemed advisable, to receive the patent when granted and generally to do all matters and things needful and additionally to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office for recordation of this document.

This Assignment may be executed in any number of counterparts, each of which when so executed and delivered shall be deemed an original, and such counterparts together shall constitute one and the same instrument. A facsimile copy of this Assignment, including the signature pages hereto, shall be deemed to be an original.

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

Linda Roberts      12/1/09  
Linda Roberts      Date

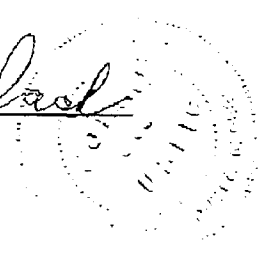
STATE OF Georgia ) SS  
COUNTY OF Fulton )

The foregoing instrument was sworn to and subscribed before me this 1st day of December 2009, by Linda Roberts who is:

- personally known to me; or
- produced identification; identification type: \_\_\_\_\_

RICHARD J. GERLACH  
Notary Public, Fulton County, Georgia  
My Commission Expires January 25, 2011

Richard J. Gerlach  
Notary Signature  
Print, type or stamp name of notary



Attorney Docket Number: 2009-0385 (7785-624)

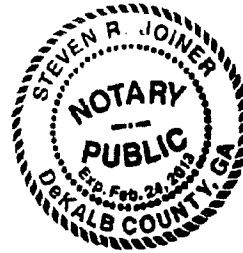
E-Lee Chang 12/04/09  
E-Lee Chang Date

STATE OF Georgia ) SS  
COUNTY OF DeKalb )

The foregoing instrument was sworn to and subscribed before me this 3 day of December 2009, by E-Lee Chang who is:

- personally known to me; or
- produced identification; identification type: \_\_\_\_\_

Steven R. Joiner  
Notary Signature  
Print, type or stamp name of notary



Attorney Docket Number: 2009-0385 (7785-624)

Ja-Young Sung Dec. 3, 2009  
Ja-Young Sung Date

STATE OF Georgia ) SS  
COUNTY OF Fulton )

The foregoing instrument was sworn to and subscribed before me this 03 day of Dec. 2009, by Ja-Young Sung who is:

- personally known to me; or
- produced identification; identification type: GADL 053358210

[Signature]  
Notary Signature  
Print, type or stamp name of notary

NOTARY PUBLIC GEORGIA, CHEROKEE COUNTY  
MY COMMISSION EXPIRES NOVEMBER 13, 2010

Natasha Barrett Schultz 12-4-09  
Natasha Barrett Schultz Date

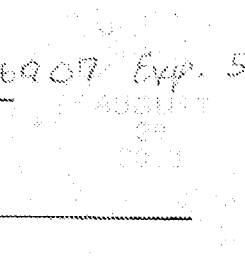
STATE OF Georgia ) SS  
COUNTY OF Barrett )

The foregoing instrument was sworn to and subscribed before me this 4 day of December 2009, by Natasha Barrett Schultz who is:

personally known to me; or

produced identification; identification type: 61 DL# 059186907 Exp. 5-17-15

Smith Day  
Notary Signature  
Print, type or stamp name of notary



Robert A. King 12/11/09  
Date

STATE OF Georgia ) SS  
COUNTY OF Fulton )

The foregoing instrument was sworn to and subscribed before me this 19<sup>th</sup> day of December 2009, by Robert A. King who is:

- personally known to me; or
- produced identification; identification type: \_\_\_\_\_

RICHARD J. GERLACH  
Notary Public, Fulton County, Georgia  
My Commission Expires January 25, 2011

Richard J. Gerlach  
Notary Signature  
Print, type or stamp name of notary