

## PATENT ASSIGNMENT COVER SHEET

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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 INTELLECTUAL PROPERTY I, L.P.,	09/02/2016
<b>RECEIVING PARTY DATA</b>	
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<b>State/Country:</b>	VIRGIN ISLANDS, BRITISH
<b>PROPERTY NUMBERS Total: 7</b>	
<b>Property Type</b>	<b>Number</b>
Patent Number:	7995996
Patent Number:	8249565
Patent Number:	8532635
Patent Number:	7526278
Patent Number:	6993326
Patent Number:	8725127
Patent Number:	9123060
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<b>NAME OF SUBMITTER:</b>	HELEN BIRRELL
<b>SIGNATURE:</b>	/H/BIRRELL/IPR/TS/KNAPP AT&T/AG7PT/
<b>DATE SIGNED:</b>	09/27/2016
<b>Total Attachments: 3</b>	
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## EXHIBIT B1

## ASSIGNMENT OF PATENT RIGHTS

This Assignment of Patent Rights ("*Assignment*") is made and entered into on this 2<sup>nd</sup> day of September 2016, by and between:

AT&T Intellectual Property I, L.P., a partnership organized and existing under the laws of the State of Nevada, with a place of business at 645 E. Plumb Lane, Reno, Nevada 89502 ("*Assignor*"); and Knapp Investment Company Limited, having a place of business at c/o Trident Trust Company (B.V.I.) Limited, Trident Chambers, P.O. Box 146, Road Town, Tortola, British Virgin Islands ("*Assignee*").

WHEREAS, Assignor is the owner of all right, title and interest in and to the has agreed to assign and transfer to Assignee all right, title and interest in and to the patents and patent applications set forth on Attachment A attached hereto ("*Assigned Patents*");

WHEREAS, Assignee is desirous of acquiring all right, title, and interest in and to the Patents.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee, or its designees, all right, title and interest that exist today and may exist in the future in and to all of the following (collectively, the "*Patent Rights*"): (a) the Assigned Patents, including: all rights pursuant to 35 U.S.C. § 154; (b) all patents or patent applications (i) to which any of the foregoing claim priority and/or (ii) for which any of the foregoing forms a basis for priority; (c) any and all continuing, divisional and continuation-in-part applications of any of the foregoing; (d) all requests for continuing examination, substitutions, reissues, extensions, renewals and reexaminations of any of the foregoing; (e) all foreign patents, patent applications and counterparts to any of the foregoing, including certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances; and (f) all rights to apply in any country for patents, certification of invention, utility models, industrial design protections, design patent protection or other governmental grants or issuances corresponding to any of the foregoing throughout the world, including, without limitation, under the Paris Convention for the Protection of Industrial Property, the International Patent Cooperation Treaty, or any other convention, treaty, agreement or understanding; (g) all inventions set forth in any of the Assigned Patents; (h) all past, present and future causes of action (whether currently pending, filed, or otherwise) and other enforcement actions (including, without limitation, all rights to damages, injunctive remedies and relief, and other remedies of any kind for past, current and future infringement) and all rights to collect royalties (other than royalties or other payments due under agreements entered into by Assignor and third parties prior to the date of this Assignment), damages and profits, due or accrued, relating to any of the foregoing, including the right to sue and recover for, and the right to profits and damages, due or accrued, arising out of or in connection with, any and all past, present or future infringements or dilutions. The assignment of the Assigned Patents includes all documents related to the conception, diligence and reduction to practice of the inventions disclosed in the Assigned Patents and all domestic and international patent filing documents.

Assignor hereby authorizes and requests the Director of the U.S. Patent and Trademark Office and any official of any other country whose duty it is to issue patents on the applications included in the Patent Rights, to issue all Letters Patent, patents, certificates of invention, utility models or other governmental grants or issuances for the inventions disclosed therein to Assignee, its successors and assigns, as the assignee to the entire interest therein.

The terms and conditions of this Assignment of Patent Rights will inure to the benefit of Assignee, its successors, assigns, and other legal representatives and will be binding upon Assignor, its successors, assigns, and other legal representatives.

EXECUTABLE COPY

IN WITNESS WHEREOF, Assignor has caused this Assignment of Patent Rights to be executed by its duly authorized representative on the date set forth below.

ASSIGNOR:

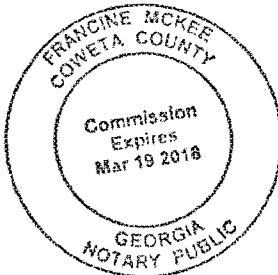
AT&T Intellectual Property I, L.P.

By: *Jeannette Napp*  
Jeannette Napp, Assistant Secretary  
AT&T Intellectual Property LLC  
As General Partner for AT&T Intellectual Property I, L.P.

On this 2 day of Sept, 2016, before me, a Notary Public, appeared JEANNETTE NAPP, who is personally known to me or proved to me on the basis of satisfactory evidence to be the same person whose name is subscribed to this Assignment document.

Witness my hand and official seal:

*Francine McKee*  
Notary Public



EXECUTABLE COPY

## ATTACHMENT A

## LIST OF PATENTS AND APPLICATIONS

Country	Patent Number	Relation Type	Application Number	Application Date	Grant Date	Sub Status	Priority Date	Expiration Date	Title
USA	7995996	Continuation	12/406234	3/18/2009	8/9/2011	Patented	4/2/2001	9/12/2021	System And Method For Providing Short Message Targeted Advertisements Over A Wireless Communications Network
USA	8249565	Continuation	13/167146	6/23/2011	8/21/2012	Patented	4/2/2001	4/2/2021	System And Method For Providing Short Message Targeted Advertisements Over A Wireless Communications Network
USA	8532635	Continuation	13/543103	7/6/2012	9/10/2013	Patented	4/2/2001	4/2/2021	System And Method For Providing Short Message Targeted Advertisements Over A Wireless Communications Network
USA	7526278	Continuation	11/303649	12/15/2005	4/26/2009	Patented	4/2/2001	3/18/2022	System And Method For Providing Short Message Targeted Advertisements Over A Wireless Communications Network
USA	6993326	Original Filing	09/822504	4/2/2001	1/31/2006	Patented	4/2/2001	8/22/2022	System And Method For Providing Short Message Targeted Advertisements Over A Wireless Communications Network
USA	8725127	Continuation	14/021660	9/9/2013	5/13/2014	Patented	4/2/2001	4/2/2021	System And Method For Providing Short Message Targeted Advertisements Over A Wireless Communications Network
PCT		Original Filing	PCT/US02/10141	4/2/2002			4/2/2001		System And Method For Providing Short Message Targeted Advertisements Over A Wireless Communications Network
USA	9123060	Continuation	14/275323	5/12/2014	9/1/2015	Patented	4/2/2001	4/2/2021	System And Method For Providing Short Message Targeted Advertisements Over A Wireless Communications Network

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