

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT4959718

|                                                                                                                                                                                                 |                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| <b>SUBMISSION TYPE:</b>                                                                                                                                                                         | NEW ASSIGNMENT                  |
| <b>NATURE OF CONVEYANCE:</b>                                                                                                                                                                    | ASSIGNMENT                      |
| <b>CONVEYING PARTY DATA</b>                                                                                                                                                                     |                                 |
| <b>Name</b>                                                                                                                                                                                     | <b>Execution Date</b>           |
| JOHN WILLIAM SCHMOTZER                                                                                                                                                                          | 05/03/2018                      |
| JAE HYUNG LIM                                                                                                                                                                                   | 04/05/2018                      |
| <b>RECEIVING PARTY DATA</b>                                                                                                                                                                     |                                 |
| <b>Name:</b>                                                                                                                                                                                    | FORD GLOBAL TECHNOLOGIES, LLC   |
| <b>Street Address:</b>                                                                                                                                                                          | FAIRLANE PLAZA SOUTH, SUITE 800 |
| <b>Internal Address:</b>                                                                                                                                                                        | 330 TOWN CENTER DRIVE           |
| <b>City:</b>                                                                                                                                                                                    | DEARBORN                        |
| <b>State/Country:</b>                                                                                                                                                                           | MICHIGAN                        |
| <b>Postal Code:</b>                                                                                                                                                                             | 48126                           |
| <b>PROPERTY NUMBERS Total: 1</b>                                                                                                                                                                |                                 |
| <b>Property Type</b>                                                                                                                                                                            | <b>Number</b>                   |
| Application Number:                                                                                                                                                                             | 15976565                        |
| <b>CORRESPONDENCE DATA</b>                                                                                                                                                                      |                                 |
| <b>Fax Number:</b>                                                                                                                                                                              | (248)358-3351                   |
| <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>Phone:</b>                                                                                                                                                                                   | 248-358-4400                    |
| <b>Email:</b>                                                                                                                                                                                   | svachon@brookskushman.com       |
| <b>Correspondent Name:</b>                                                                                                                                                                      | BROOKS KUSHMAN P.C.             |
| <b>Address Line 1:</b>                                                                                                                                                                          | 1000 TOWN CENTER, 22ND FLOOR    |
| <b>Address Line 4:</b>                                                                                                                                                                          | SOUTHFIELD, MICHIGAN 48075      |
| <b>ATTORNEY DOCKET NUMBER:</b>                                                                                                                                                                  | 83951912                        |
| <b>NAME OF SUBMITTER:</b>                                                                                                                                                                       | BERNARD P. TOMSA                |
| <b>SIGNATURE:</b>                                                                                                                                                                               | /Bernard P. Tomsa/              |
| <b>DATE SIGNED:</b>                                                                                                                                                                             | 05/14/2018                      |
| <b>Total Attachments: 2</b>                                                                                                                                                                     |                                 |
| source=FMC8781PUS_Assignment#page1.tif                                                                                                                                                          |                                 |
| source=FMC8781PUS_Assignment#page2.tif                                                                                                                                                          |                                 |

Please direct all correspondence to: 28395

Attorney Docket Number 83951912

**ASSIGNMENT AND DECLARATION (37 C.F.R. 1.63) FOR UTILITY, PROVISIONAL OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 C.F.R. 1.76)**

|                    |                                                                                                            |
|--------------------|------------------------------------------------------------------------------------------------------------|
| Title of Invention | <b>METHOD AND APPARATUS FOR ADVANCED AUDIO/VIDEO STREAM MANAGEMENT TO INCREASE ADVERTISING OPPORTUNITY</b> |
|--------------------|------------------------------------------------------------------------------------------------------------|

This declaration is directed to:

☒ The attached application, or  
☐ United States application or PCT international application number \_\_\_\_\_ filed on \_\_\_\_\_. (I hereby authorize the insertion of the application filing date and number into this form when they become known.)

The above-identified application was made or authorized to be made by me.

I hereby state that I have reviewed and understand the contents of the specification in the above-identified application, including the claims.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I am aware of the duty to disclose information which is material to patentability as defined in 37 C.F.R. 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

Pursuant to my employment agreement heretofore made or by contractual obligation, I do sell, assign and set over unto FORD GLOBAL TECHNOLOGIES, LLC, a Ford Motor Company subsidiary, organized and existing by virtue of the laws of the State of Delaware, having its principal place of business at Dearborn, County of Wayne, and State of Michigan, hereinafter referred to as the ASSIGNEE, its successors, assigns or other legal representatives, the entire right, title and interest, domestic and foreign, in and to the inventions and discoveries in the above-identified invention including the right of the ASSIGNEE, its successors, assigns or other legal representatives to make applications and to receive Letters Patent for the inventions and discoveries in any and all countries, entities and intergovernmental organizations, in its or their own name or names, or in my name, at its or their election (and I hereby authorize the ASSIGNEE or ASSIGNEE's attorney to insert the serial/application number and filing date of the application to receive Letters Patent herein: Serial No. 15/976,565, Filing Date May 10, 2018), and I hereby sell, assign and set over to the ASSIGNEE, its successors, assigns or other legal representatives, all rights of priority, including any provisional applications, in and to the inventions and discoveries in any and all countries, entities and intergovernmental organizations including all applications claiming benefit of the filing date hereof, continuations, continuations-in-part, divisionals, reexaminations and reissue applications.

And I hereby agree for myself, my heirs, successors, assigns or other legal representatives to execute any and all papers, including applications for Letters Patent of any and all kinds and in any and all countries, entities and intergovernmental organizations, and to perform any and all acts which the ASSIGNEE, its successors, assigns or other legal representatives may deem necessary to secure thereto the rights herein sold, assigned and set over.

And I hereby represent and warrant that I have not granted any rights inconsistent with the rights granted herein.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years or both.

LEGAL NAME OF INVENTOR

Inventor: John William Schmotzer

Date:

5/3/18

Signature:

Note: An Application Data Sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form. Use an additional declaration form for each additional inventor.

Please direct all correspondence to: 28395

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And I hereby agree for myself, my heirs, successors, assigns or other legal representatives to execute any and all papers, including applications for Letters Patent of any and all kinds and in any and all countries, entities and intergovernmental organizations, and to perform any and all acts which the ASSIGNEE, its successors, assigns or other legal representatives may deem necessary to secure thereto the rights herein sold, assigned and set over.

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LEGAL NAME OF INVENTOR

Inventor: Jae Hyung Lim

Date:

4/5/2018

Signature: \_\_\_\_\_

Note: An Application Data Sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form. Use an additional declaration form for each additional inventor.