

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
PATRICK JASON MORRISON	01/28/2009
RECEIVING PARTY DATA	
Name:	AT&T INTELLECTUAL PROPERTY I, L.P.
Street Address:	645 E. PLUMB LANE
City:	RENO
State/Country:	NEVADA
Postal Code:	89502
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15350361
CORRESPONDENCE DATA	
Fax Number:	(443)964-2201
<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>	
Email:	qle@polsinelli.com
Correspondent Name:	AT&T LEGAL DEPARTMENT - POLSINELLI PC
Address Line 1:	ONE AT&T WAY, ROOM 2A-207
Address Line 2:	ATTN: PATENT DOCKETING
Address Line 4:	BEDMINSTER, NEW JERSEY 07921
ATTORNEY DOCKET NUMBER:	2006-A0347-CON-2
NAME OF SUBMITTER:	QUY LE
SIGNATURE:	/Quy Le/
DATE SIGNED:	05/31/2018
Total Attachments: 2	
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source=2006-A0347-Assignment#page2.tif	

ASSIGNMENT

WHEREAS, **Patrick Jason MORRISON**, a citizen of the United States of America, residing at *725 Mariposa Ave., #104, Mountain View, California 94041*; hereinafter called the "Assignor," have made the invention described in the United States patent application entitled "**SYSTEM AND METHOD FOR TARGETED ADVERTISING**," Attorney Docket No. **2006-A0347**, for a full description of which reference is here made to an application for Letters Patent of the United States Serial No.:12/257,954 filed 10/24/2008; 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.

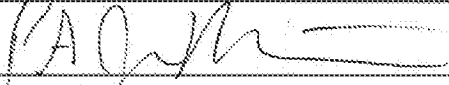
NOW, THEREFORE in consideration of the sum of One Dollar (\$1.00) and other valuable and legally sufficient consideration, the receipt of which by the Assignors from the Assignee is hereby acknowledged, the Assignors have sold, assigned and transferred, and by these presents does sell, assign and transfer 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 therefore 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 Assignors hereby covenant and agree, for both the Assignors and the Assignors' legal representatives, that the Assignors 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 Assignors will execute and deliver to the Assignee to carry out the terms of this Assignment. Assignors authorize attorney or agent to fill in the U.S. Application Serial No. above, if required.

AND said Assignors 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.

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

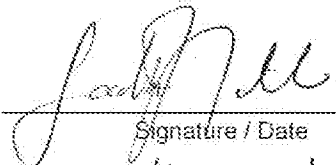
Name of Inventor: Patrick Jason MORRISON

Signature of Inventor: 

Date: 1/28/2008

Witnesses for Inventor

First Witness:

 01/28/09
Signature / Date

Sadhana Nathan

Full Name (printed)

Second Witness:

 01/28/09
Signature / Date

Reid Yokoyama

Full Name (printed)