

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JASON D. JUSTMAN	04/13/2018
LORA CLARK BOUCHARD	04/13/2018
MICHAEL ELLERY BOUCHARD	04/13/2018
KEVIN JAMES COTLOVE	04/16/2018
MATTHEW KEITH GITCHELL	04/13/2018
STACIA LYNN HAISCH	04/26/2018
BENJAMIN AARON MILLER	04/20/2018
JONATHAN DAVID KERSTEN	04/13/2018
PETER ARTHUR PULLIAM	12/06/2017
GEORGE ALLEN SMITH	06/12/2018
MATTHEW KARL MARCHIO	04/13/2018
TODD CHRISTOPHER TIBBETTS	05/04/2018
RECEIVING PARTY DATA	
Name:	SINCLAIR BROADCAST GROUP, INC.
Street Address:	10706 BEAVER DAM ROAD
City:	COCKEYSVILLE
State/Country:	MARYLAND
Postal Code:	21030-2207
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16046210
CORRESPONDENCE DATA	
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Phone:	215-568-3100
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Correspondent Name:	BAKER & HOSTETLER LLP
Address Line 1:	CIRA CENTRE 12TH FLOOR
Address Line 2:	2929 ARCH STREET

PATENT

Address Line 4: PHILADELPHIA, PENNSYLVANIA 19104-2891	
ATTORNEY DOCKET NUMBER:	086160.021571
NAME OF SUBMITTER:	MICHAEL D. STEIN
SIGNATURE:	/Michael D. Stein/
DATE SIGNED:	07/26/2018
Total Attachments: 6 source=8616021571_Assignment_filedJuly262018#page1.tif source=8616021571_Assignment_filedJuly262018#page2.tif source=8616021571_Assignment_filedJuly262018#page3.tif source=8616021571_Assignment_filedJuly262018#page4.tif source=8616021571_Assignment_filedJuly262018#page5.tif source=8616021571_Assignment_filedJuly262018#page6.tif	

ASSIGNMENT

WHEREAS WE,

Jason D. JUSTMAN

c/o Sinclair Broadcast Group, Inc.
10706 Beaver Dam Road
Cockeysville, MD 21030-2207

Lora Clark BOUCHARD

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Peter Arthur PULLIAM
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George Allen SMITH
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Cockeysville, MD 21030-2207

Todd Christopher TIBBETTS
c/o Sinclair Broadcast Group, Inc.
10706 Beaver Dam Road
Cockeysville, MD 21030-2207

respectively ("Assignor"), have made a certain new and useful invention as set forth in an application for United States Letters Patent entitled:

CONTENT PRESENTATION ANALYTICS AND OPTIMIZATION

filed June 1, 2016, Application no. 15/170,922.

AND WHEREAS,

Sinclair Broadcast Group, Inc.
10706 Beaver Dam Road
Cockeysville, MD 21030-2207

respectively ("Assignee"), is desirous of acquiring the entire right, title and interest in and to said invention and application, and in and to any and all Letters Patent of any country which may be obtained therefore;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee, its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention and application, including the right to claim priority under 35 U.S.C. §119 and/or §120 the right to sue for past infringement, as set forth in the above mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and all foreign countries which may be issued for said invention;

UPON SAID CONSIDERATION, Assignor hereby agrees with the said Assignee that Assignor will not execute any writing or do any act whatsoever conflicting with these presents, and that Assignor will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application

for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States and all foreign countries on said invention, and in enforcing any rights or chooses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of Assignor and Assignee;

This Assignment may be executed in counterparts and all such counterparts shall constitute one and the same instrument.

AND Assignor requests the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

4/13/18
Date


Jason D. JUSTMAN

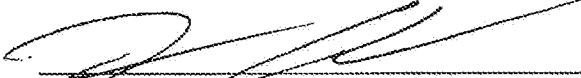
4/13/18
Date


Lora Clark BOUCHARD

4/13/18
Date


Michael Ellery BOUCHARD

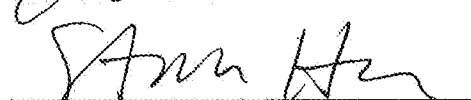
4/16/18
Date


Kevin James COTLOVE

4/13/18
Date


Mathew Keith GITCHELL

4/26/18
Date


Stacia Lynn HAISCH

4/20/18
Date


Benjamin Aaron MILLER

4/13/18
Date

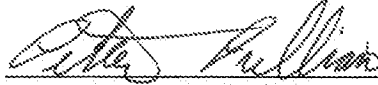

Jonathan David KERSTEN

Date

6 Dec 2017

Date

Matthew Karl MARCHIO



Peter Arthur PULLIAM

Date

George Allen SMITH

Date

Todd Christopher TIBBETTS

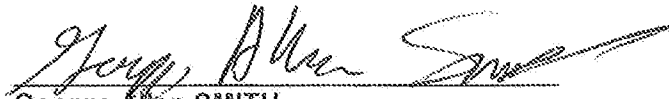
Date

Matthew Karl MARCHIO

Date

Peter Arthur PULLIAM

12 Jun 2018
Date

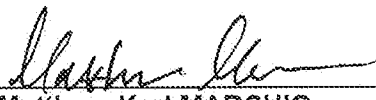


George Allen SMITH

Date

Todd Christopher TIBBETTS

4/13/2018
Date


Matthew Karl MARCHIO

Date

Peter Arthur PULLIAM

Date

George Allen SMITH

5/4/2018
Date


Todd Christopher TIBBETTS