

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5300595

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CLAIRE M. WALLTERS	09/11/2013
BARBARA F. SKLIBA	09/11/2013
ROBIN M. FORD	09/13/2013
SALLY T. COOK	09/11/2013
WALTER R. KLAPPERT	09/13/2013
RECEIVING PARTY DATA	
Name:	UNITED VIDEO PROPERTIES, INC
Street Address:	2160 GOLD STREET
City:	SAN JOSE
State/Country:	CALIFORNIA
Postal Code:	95002
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16233388
CORRESPONDENCE DATA	
Fax Number:	
<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:	maria.marley@hglaw.com
Correspondent Name:	HALEY GUILIANO LLP
Address Line 1:	75 BROAD STREET, SUITE 1000
Address Line 4:	NEW YORK, NEW YORK 10004
ATTORNEY DOCKET NUMBER:	003597-0930-102
NAME OF SUBMITTER:	MARIA MARLEY
SIGNATURE:	/MARIA MARLEY/
DATE SIGNED:	12/27/2018
Total Attachments: 9	
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A S S I G N M E N T

Whereas we,

- 1) Claire M. Wallters;
- 2) Barbara F. Skliba;
- 3) Robin M. Ford;
- 4) Sally T. Cook; and
- 5) Walter R. Klappert

residing, respectively at:

- 1) 19202 Vineyard Lane
Saratoga, CA 95070
- 2) 947 Trophy Drive
Mountain View, CA 94040
- 3) 1013 Olancha Drive
Los Angeles, CA 90065
- 4) 231 Kenbrook Circle
San Jose, CA 95111
- 4) 255 S. Grand Avenue #1002
Los Angeles, CA 90012

have made an invention in:

METHODS AND SYSTEMS FOR PRESENTING DIRECTION-SPECIFIC MEDIA
ASSETS

and am about to make application for United States Letters Patent therefor, the same having been executed by me on even date herewith; and

WHEREAS, UNITED VIDEO PROPERTIES, INC., a corporation organized and existing under the laws of the State of Delaware and having an office and place of business at 2830 De La Cruz Boulevard, Santa Clara, CA 95050, is desirous of acquiring the

entire interest in said invention, said United States patent application and in any Letters Patent which may issue thereon;

NOW, THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) to me paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I hereby sell, assign and transfer unto the said UNITED VIDEO PROPERTIES, INC., its successors, assigns and legal representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States patent application, including any continuations, continuations in part, and divisions thereof, and any substitute applications therefor, and any patents which may issue thereon, and any reissues of the same, and including the right to claim priority under the International Convention based on said patent application; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations, continuations in part, and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; and I hereby authorize and request competent authorities to grant and issue any and all patents on said invention to the said UNITED VIDEO PROPERTIES, INC. as the assignee of the entire interest therein; and I further agree to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

As the inventor, I declare as follows:

The above-identified application was made or authorized to be made by me. I believe that I am the original inventor or an original joint inventor of a claimed invention in

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

IN TESTIMONY WHEREOF, I have hereunto signed my name on the date indicated hereinafter.

9/11/2013
Date:

Claire M. Walters
Claire M. Walters

9/11/13
Date:

Barbara F. Skliba
Barbara F. Skliba

.....
Date:

.....
Robin M. Ford

9-11-2013
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Sally T. Cook
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