01/21/2021 506461332

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT6508108

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
MICHAEL SALLAS	06/24/2016
ROSS GILSON	04/27/2016
CHRIS BASTIAN	09/21/2016
SLADE MITCHELL	05/09/2016
AMIT GARG	04/27/2016
JOHN LEDDY	09/15/2016

RECEIVING PARTY DATA

Name:	COMCAST CABLE COMMUNICATIONS, LLC	
Street Address:	Street Address: 1701 JFK BOULEVARD	
City:	PHILADELPHIA	
State/Country: PENNSYLVANIA		
Postal Code:	19103	

PROPERTY NUMBERS Total: 1

Property Type	Number	
Application Number:	16990296	

CORRESPONDENCE DATA

Fax Number: (202)824-3001

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.

Phone: (202) 824-3000

bwptopat@bannerwitcoff.com, jwilliams@bannerwitcoff.com Email:

BANNER & WITCOFF, LTD. **Correspondent Name:**

1100 13TH ST. NW Address Line 1:

Address Line 2: STE 1200

Address Line 4: WASHINGTON, D.C. 20005

ATTORNEY DOCKET NUMBER:	007412.05033\US
NAME OF SUBMITTER:	KIRK A. SIGMON
SIGNATURE:	/Kirk A. Sigmon/
DATE SIGNED:	01/21/2021

Total Attachments: 18 source=741205033executedassignment#page1.tif source=741205033executedassignment#page2.tif source=741205033executedassignment#page3.tif source=741205033executedassignment#page4.tif source=741205033executedassignment#page5.tif source=741205033executedassignment#page6.tif source=741205033executedassignment#page7.tif source=741205033executedassignment#page8.tif source=741205033executedassignment#page9.tif source=741205033executedassignment#page10.tif source=741205033executedassignment#page11.tif source=741205033executedassignment#page12.tif source=741205033executedassignment#page13.tif source=741205033executedassignment#page14.tif source=741205033executedassignment#page15.tif source=741205033executedassignment#page16.tif source=741205033executedassignment#page17.tif source=741205033executedassignment#page18.tif

Attorney Docket No.: 007412.02633

Serial Number: 15/019,396 Filing Date: February 9, 2016

Inventors: Michael Sallas, Ross Gilson, Chris Bastian, Slade Mitchell, Amit Garg and John Leddy

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the undersigned hereby assign to:

COMCAST CABLE COMMUNICATIONS, LLC

having a place of business at 1701 JFK Boulevard, Philadelphia, PA 19103, its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, entitled:

COLLECTION ANALYSIS AND USE OF VIEWER BEHAVIOR

and identified as Attorney Docket No. 007412.02633 in the offices of Banner & Witcoff, Ltd. and in said application and any and all other applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any reissue or extension of such patents, and further assigns to said assignee the priority right provided by the International Convention.

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RECORDED: 02/20/2026