



06-09-1998

HEET



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To the Honorable Commissioner:

attached original documents or copy thereof.

86-625-98
MLB

1. Name of conveying party(ies):
Cannon, Mark E.

2. Name and address of receiving party(ies):

Name: Cannon Holdings, L.L.C.

Internal Address:

Additional names of conveying party(ies) attached?
 yes no

Street Address: 290 East 2020 North

City Provo

State Utah Zip 84604

3. Nature of Conveyance

- Assignment Merger
- Security Agreement Change of Name
- Other _____

Additional name(s) & address(es) attached? yes no

Execution Date:
5/22/98

4. Application number(s) or patent number(s):
Title: **APPARATUS AND METHOD FOR ANALYZING MEDIA-RELATED DATA**

A. Patent Application No(s).

B. Patent No(s).

08/977,969

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

S. Jared Pitts
Schmeiser, Olsen & Watts
20 West 1st Street
Mesa, Arizona 85201

6. Total number of applications and patents involved: 1

7. Total fee (37 CVF 3.41): \$ 40.00

- Enclosed
- Authorized to be charged to deposit account
 - Total fee due
 - Any deficiencies in the enclosed fees

8. Deposit account number:

19-0513

9. Statement and signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

S. Jared Pitts
Name of Person Signing

S. Jared Pitts
Signature

26 May 1998
Date

Registration #38,579

Tel.: (602) 655-0073

Total number of pages comprising cover sheet: 1

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ASSIGNMENT

Whereas, I,

Mark E. Cannon City of Provo
 and State of Utah

have invented certain improvements in a:

**APPARATUS AND METHOD FOR
ANALYZING MEDIA-RELATED DATA**

and executed a United States patent application therefore on November 25, 1997;

And whereas, Cannon Holdings, L.L.C., a limited liability company of Utah, having a place of business at 290 East 2020 North, Provo, Utah 84604, (hereinafter called Cannon Holdings), desires to acquire the entire right, title and interest in the said application and invention, and to any United States and foreign patents to be obtained therefor;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, I, the above named, hereby sell, assign, and transfer to Cannon Holdings, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for the United States application, and I request the Commissioner of Patents to issue any Letters Patent granted upon the inventions set forth in said applications to Cannon Holdings, its successors and assigns; and I hereby agree that Cannon Holdings may apply for foreign Letters Patent on said invention and I will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by Cannon Holdings.

signed at Provo, Utah

Signature

on May 22, 1998



(Mark E. Cannon) Inventor
First Name Middle Last Name