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**PATENT TRADEMARK AND
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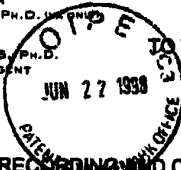
IN AFFILIATION WITH
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SAN DIEGO, CALIFORNIA

07-06-1998



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CHARLES C. P. RORIES, Ph.D.
REGISTERED PATENT AGENT



Attorney Reference: GEC 0881

REQUEST FOR RECORDING AND COVER SHEET UNDER 37 C.F.R. 3.28 AND 3.31

The attached fee of \$40.00 is being charged by this check fee to Dep. Acct. 19-8700.

Please record the attached original document(s) or copy(ies) thereof.

1. **Name of party conveying the interest:**
Michael Christopher ROSSITER of Kent, United Kingdom
2. **Name and address of party receiving the interest:**
GEC-Marconi Limited
The Grove,
Warren Lane
Stanmore, Middlesex HA7 4LY, United Kingdom
3. **Description of the interest conveyed or transaction to be recorded:**
 Assignment Other:

4. **Application Number:** 08/943,476

Patent Number:

Document filed together with a patent application executed on _____

5. **Address correspondence concerning this request to:**
SPENCER & FRANK
Suite 300 East, 1100 New York Avenue, N.W., Washington, D.C. 20005-3955

6. **Number of Applications, Patents or Registrations and total fee:**

Patents: 1 patent rights @ \$40

Total: \$40.00

If no fee is attached, or if a greater or lesser fee is required, please charge or credit our Account No. _____

07/01/1998 PEOPLE'S CHOICE

7. **Date of execution of document:** August 12, 1997

8. If document is an assignment of a trademark right to an assignee who is not domiciled in the United States, such assignee has designated a domestic representative

per attached designation other:

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

10. **Date:** June 22, 1998

Name: NORMAN N. KUNITZ
Registration Number: 20,586

PATENT
REEL: 9275 FRAME: 0198

ASSIGNMENT
OF APPLICATION FOR UNITED STATES LETTERS PATENT

Attorney Docket GEC 0661

WHEREAS Michael Christopher ROSSITER of Kent, UNITED KINGDOM hereinafter (collectively) referred to as the assignor, has invented a certain improvement relating to IMPROVEMENTS IN OR RELATING TO TARGETING SYSTEM for which said assignor has caused an application for United States Letters Patent to be prepared,

- [] the inventor's declaration for said application being executed concurrently with the execution of this instrument; said application to be filed in the United States Patent and Trademark Office;
- [X] said application having been filed in the United States Patent and Trademark Office on July 26, 1997, Serial Number [if known] _____;
- [] said application having been filed under the Patent Cooperation Treaty on _____ Serial No. _____, the United States of America being designated.

AND WHEREAS GEC-Marconi Limited
The Grove,
Warren Lane
Stanmore,
Middlesex HA7 4LY
UNITED KINGDOM

hereinafter referred to as the assignee, is desirous of acquiring the entire right, title and interest in and to said application, including any and all divisions and continuations thereof, and in and to said invention and any and all patents which may be granted therefor, including any and all renewals, reissues and prolongations thereof;

NOW THIS WITNESSETH, that for and in consideration of One Dollar (\$1.00), and other good and valuable consideration paid by said assignee to said assignor, the receipt of which is hereby acknowledged, said assignor hereby assigns, sells and transfers to said assignee, and said assignee's successors and assigns, the entire and exclusive right, title and interest in and to said application, including any and all divisions and continuations thereof, and in and to said invention and any and all patents which may be granted therefor, including any and all renewals, reissues and prolongations thereof; said assignee, and said assignee's successors and assigns, to have, hold, exercise and enjoy the said application, including any all divisions and continuations thereof, and the said invention and any all patents which may be granted therefor, including any and all renewals, reissues and prolongations thereof, with all the rights, powers, privileges and advantages in anywise arising from or appertaining thereto, for and during the term or terms of any and all such patents when granted, including any and all renewals, reissues and prolongations thereof, for the use and benefit of said assignee, and said assignee's successors and assigns, in as ample and beneficial a manner as the said assignor might or could have held and enjoyed the same, if this assignment had not been made.

AND said assignor hereby agrees to perform, upon the request of said assignee, or said assignee's successors or assigns, any and all acts relating to the obtaining or to the asserting of said patents, including any and all renewals, reissues and prolongations thereof.

Spencer & Frank

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PATENT
REEL: 9275 FRAME: 0199

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Signature: M. C. Rossiter Date: 12 August, 1997.

Sole or First Joint Inventor: Michael Christopher ROSSITER

Citizenship:

Residence and Post Office Address: 130 Charter Street
Chatham,
Kent ME4 5RY
UNITED KINGDOM

I hereby certify that the Patent and Trademark Office has advised that the application identified herein has been assigned Application No. 08/243,476

June 22, 1998
Date

Norman N. Kunitz
Registration No. 20,586

Spencer & Frank
RECORDED: 06/22/1998

PATENT Page 2 of 2
REEL: 9275 FRAME: 0200