

U. 11-23-1998

Form PTO-1595

U.S. Department of Commerce



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To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

| | |
|---|---|
| <p>11-16-98</p> <p>1. Name of conveying party(ies):</p> <p>a) <u>Keeranoor Kumar</u> g) _____ b) <u>James Lipscomb</u> h) _____ c) <u>Jai Menon</u> i) _____ d) _____ j) _____ e) _____ k) _____ f) _____ l) _____</p> <p>More names attached? <u> </u> Y <u> </u> X N</p> | <p>2. Name and address of receiving party(ies):</p> <p>Name: INTERNATIONAL BUSINESS MACHINES CORPORATION Address: Old Orchard Road Armonk, NY 10504</p> <p>More names attached? <u> </u> Y <u> </u> X N</p> |
|---|---|

3. Nature of Conveyance: X Assignment

4. Application number: 09/169,836 Filed: 10/09/98
Filed with new application: yes no

Execution date(s):

a) 10/28/98 g) _____
b) 10/28/98 h) _____
c) 10/28/98 i) _____
d) _____ j) _____
e) _____ k) _____
f) _____ l) _____

Additional numbers attached? Y X N

| | |
|---|---|
| <p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name:</p> <p>James E. Murray 69 South Gate Drive Poughkeepsie, NY 12601</p> | <p>6. Total # of applications and patents involved: <u>01</u></p> |
| | <p>7. Total fee (37 CFR 3.41): \$ <u>40.00</u></p> |
| | <p>8. Charge to Deposit Account <u>09/0459/IBM</u>. A duplicate copy is enclosed.</p> |

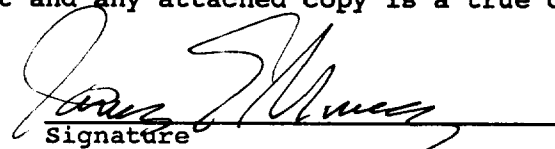
11/19/1998 SIMONS 00000170 090459 09169836

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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.

James E. Murray  11/12/98
Signature Date

Total number of pages including cover sheet, attachments, and document: 3

Express Mail Label No. (if applicable): _____ Docket No.: SE9-98-024

A S S I G N M E N T

Whereas, We

| | | | |
|----------|-----|--|--|
| Inventor | (1) | KEERANOOR KUMAR County of WESTCHESTER | of PEEKSKILL and State of NEW YORK |
| Inventor | (2) | JAMES LIPSCOMB County of WESTCHESTER | of YORKTOWN HEIGHTS and State of NEW YORK |
| Inventor | (3) | JAI MENON County of WESTCHESTER | of CROTON-ON-HUDSON and State of NEW YORK |
| Inventor | (4) | County of | of and State of |

have invented certain improvements in PERSONALIZING RICH MEDIA PRESENTATIONS BASED ON USER RESPONSE TO THE PRESENTATION which was filed in the U.S. Patent Office on 10/09/98 & received Serial No. 09/169,836.

and executed, respectively, a United States patent application therefor on

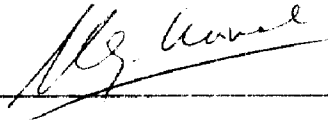
(1) *Oct 28*, 1998, (2) *Oct. 28*, 1998,
(3) *Oct 28*, 1998, and (4), 1998.

Whereas, **INTERNATIONAL BUSINESS MACHINES CORPORATION**, a corporation of New York, having a place of business at Armonk, New York 10504, (hereinafter called IBM,) 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;

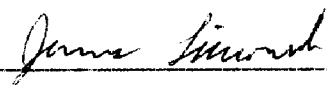
Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, and, the above named, hereby sell, assign, and transfer to IBM, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for the United States and foreign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

Signed

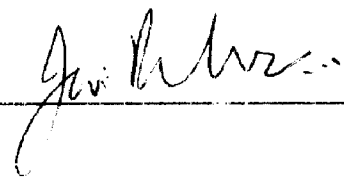
(1) at Hawthorne, NY
on October 28, 1998



(2) at Hawthorne, NY
on Oct. 28, 1998



(3) at HAWTHORNE, NY
on October 28, 1998



(4) at _____
on _____
