

03-12-1999

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To the Honorable Commissioner of Patents and Trademarks, please find attached original documents or copy thereof

## 1. Name of conveying party(ies):

1. D. Christopher Dryer
2. Myron Dale Flickner
3. Jianchang Mao

J-25-99

Additional names(s) of conveying party(ies)

☐ Yes ☒ No

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

Name: International Business Machines CorporationAddress: New Orchard RoadJ-25 U.S. PTO  
09/25/208  
02/25/99

## 3. Nature of conveyance:

- ☒ Assignment ☐ Merger
- ☐ Security Agreement ☐ Change of Name
- ☐ Other \_\_\_\_\_

Execution Date: 1. 1/27/99; 2. 2/8/99; 3. 1/27/99

Additional name(s) &amp; address(es)

☐ Yes ☒ No

## 4. Application number(s) or registration numbers(s):

If this document is being filed together with a new application, the execution date of the application is: 1. 1/27/99; 2. 2/8/99

09257,208

3. 1/27/99

Patent Application No.

Filing date

B. Patent No.(s)

Additional numbers

☐ Yes ☐ No

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

Name: Sean M. McGinn, Esq.Registration No. 34,386Address: McGinn & Gibb, P.C.1701 Clarendon Blvd., Suite 10003/10/1999 NGORDON 00000017 0925720805 FC:58140.00 OPCity: ArlingtonState/Prov.: VACountry: USAZIP: 22209

## 6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 3.41):.....\$ 40.00☒ Enclosed - Any excess or insufficiency should be credited or debited to deposit account☐ Authorized to be charged to deposit account

## 8. Deposit account number:

50-0481

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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.

Amy M. Propheter

Name of Person Signing

Amy M. Propheter

Signature

February 25, 1999

Date

Total number of pages including cover sheet, attachments, and

3

PATENT

REEL: 9800 FRAME: 0837

## ASSIGNMENT

Whereas, we

|                              |   |  |
|------------------------------|---|--|
| <b>Inventor<br/>and City</b> | (1) D. Christopher Dryer<br>County of Santa Clara | City of Mountain View<br>and State of California |
|                              | (2) Myron Dale Flickner<br>County of Santa Clara  | City of San Jose<br>and State of California      |
|                              | (3) Jianchang Mao<br>County of Santa Clara        | City of San Jose<br>and State of California      |

have invented certain improvements in

**Title**            **METHOD AND SYSTEM FOR REAL-TIME DETERMINATION OF A SUBJECT'S  
INTEREST LEVEL TO MEDIA CONTENT**

**Dates That  
Inventors  
Signed the  
Declaration**      and have executed, respectively, a United States patent application therefor on  
  
(1) Jan. 27, 1999, (2) Feb. 8, 1999, and (3) Jan. 27, 1999.

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, we 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 to issue any Letters Patent granted upon the invention 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.

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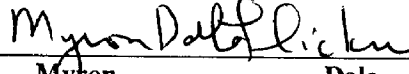
City (1) Signed at San Jose CA

Date on 1-27-99

  
 ( D. Christopher Dryer ) signature  
 First Name Middle Initial Last Name ) inventor


City (2) Signed at San Jose, CA

Date on 2/8/99

  
 ( Myron Dale Flickner ) signature  
 First Name Middle Initial Last Name ) inventor

City (3) Signed at San Jose, CA

Date on 1-27-99

  
 ( Jianchang Mao ) signature  
 First Name Middle Initial Last Name ) inventor