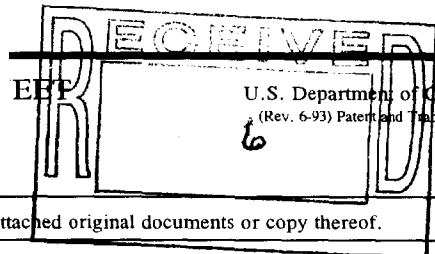


08-19-1999



101121778



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

1. Name of conveying party(ies):

Michael T. Hayashi

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

2. Name and address of receiving party(ies)

Name: Time Warner Cable, a division of Time Warner Entertainment Company, L.P.

Street address: 290 Harbor Drive
Stamford, CT 06902Additional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment☐ Security Agreement☐ Other☐ Merger☐ Change of Name

Execution Date: August 4, 1999

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s) 08/572,540

Attorney Docket No. 95-27

Client/Matter No. 38295.830022.000

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Robert G. CrouchInternal Address: Holland & Hart LLPP.O. Box 8749Denver, CO 80201Street Address: 555-17th Street, #3200City: Denver State: CO Zip: 80202

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00☒ Enclosed☐ Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

08/19/1999 MTHAI1 00000076 08572540

DO NOT USE THIS SPACE

01 50-541 40.00.00

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.*Robert G. Crouch

Name of Person signing

SignatureAugust 13, 1999

Date

Total number of pages including cover sheet, attachments and document: 5

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

ASSIGNMENT

WHEREAS, I, Michael T. Hayashi, having a residence address of 16497 E. Dorado, Aurora, Colorado 80015, have invented a certain new and useful A METHOD AND APPARATUS FOR ENTICING A PASSIVE TELEVISION VIEWER BY AUTOMATICALLY PLAYING PROMOTIONAL PRESENTATIONS OF SELECTABLE OPTIONS IN RESPONSE TO THE VIEWER'S INACTIVITY, for which I have made application for Letters Patent of the United States, said application being identified as United States Patent Application No. 08/572,540, filed December 14, 1995;

WHEREAS, Time Warner Cable, a division of Time Warner Entertainment Company, L.P., a Delaware Limited Partnership, having a place of business at 290 Harbor Drive, Stamford, Connecticut 06902, is desirous of acquiring the entire right, title, and interest therein and thereto;


WHEREAS, I previously attempted to convey these rights to this entity in a previous Assignment dated March 11, 1996 that contained certain errors, and this present Assignment is intended to supersede and replace that previous Assignment;

NOW, THEREFORE, for and in consideration of certain good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, Michael T. Hayashi, by these presents do sell, assign, and transfer, effective March 11, 1996, unto the said Time Warner Cable, a division of Time Warner Entertainment Company, L.P., its successors, legal representatives, and assigns, my entire right, title, and interest in and to the said invention and aforesaid patent application, including the right to recover for past, present, and/or future infringement thereof, for the territory of the United States of America and for all related patents and applications in any foreign countries and to all Letters Patent, continuations, divisionals, reissues, and extensions to be obtained therefore; and further agree to

cooperate with the assignee hereunder in obtaining, sustaining, and enforcing any and all such Letters Patent, but at the expense of said assignee, including executing all appropriate documents as necessary.

The Commissioner of Patents is hereby authorized and requested to issue the Letters Patent solely in accordance with the terms of this Agreement to Time Warner Cable, a division of Time Warner Entertainment Company, L.P., its successors, legal representatives, and assigns, as the assignee of the entire right, title, and interest therein.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal on the date set forth hereinafter.

Date: 8/4, 1999 
Michael T. Hayashi

STATE OF Colorado)
COUNTY OF Arapahoe) ss.

Before me, a Notary Public in and for the said County and State, personally appeared Michael T. Hayashi, known to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and consideration therein expressed.

Given under my hand and seal of office this 4th day of August, 1999.

My commission expires: Feb. 16, 2001.

(SEAL)

BOULDER:0040857.01



Susan L. Greene