FORM PTO 1595	U.S. DEPARTMENT OF COMME Patent and Trademark C
(Rev. 6-93)	Patent and Trademark C
OMB No. 0651-0011 (exp. 4/94) 1011654	17 attached original documents or copy thereof.
1. Name of conveying party(ies):	2. Name and address of receiving party(ies)
Craig D. Ullman; Michael R. Abato; Jeffrey M. Harrington; and, Carl R. Duda	Name: <u>ACTV, Inc.</u>
	Internal Address:
Additional name(s) of conveying party(ies) attached? 🛛 Yes 🛛 No	000
3. Nature of conveyance:	Street Address: <u>1270 Avenue of the Americas</u>
🛚 Assignment 🗆 Merger	Suite 2401, Rockefeller Center
□ Security Agreement □ Change of Name	City: <u>New York</u> State: <u>NY</u> ZIP:100
□ Other	
Execution Date: September 28, 1999	Additional name(s) & address(es) attached D Yes 🛛 No
Application number(s) or patent number(s):	
If this document is being filed together with a new applicatior	n, the execution date of the application is: <u>September</u> $29, 199$
A. Patent Application No.(s)	B. Patent No.(s)
/	
 Name and address of party to whom correspondence concerning document should be mailed: 	6. Total Number of applications and and patents involved:
Name: <u>Scott W. Doyle</u>	
Internal Address: Dorsey & Whitney LLP	7. Total fee (37 CFR 3.41)
Republic Plaza Building, Suite 4400	🖾 Enclosed
370 Seventeenth Street	Authorized to be charged to deposit account
Street Address:	8. Deposit account number:
	(Attach duplicate copy of this page if paying by deposit account)
City: <u>Denver</u> State: <u>CO</u> ZIP <u>80202-5644</u>	(rittaon auphoate cop) of the page is paying by appoint accounty
9. Statement and signature. To the best of my knowledge and belief, the foregoing inform	E THIS SPACE
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9. Statement and signature. To the best of my knowledge and belief, the foregoing inform the original document. Lance Vietzke Name of person Signing Signature	E THIS SPACE nation is true and correct and any attached copy is a true copy of Putter Date
9. Statement and signature. To the best of my knowledge and belief, the foregoing inform the original document.	E THIS SPACE nation is true and correct and any attached copy is a true copy of 9129199 Date 8
9. Statement and signature. To the best of my knowledge and belief, the foregoing inform the original document. Lance Vietzke Name of person Signing Signature Reg. No. 36,70 Total number of pages including cover	E THIS SPACE nation is true and correct and any attached copy is a true copy of 9129199 Date 8

PATENT REEL: 010284 FRAME: 0494

ASSIGNMENT

WHEREAS, we, Craig D. Ullman, 112 Willow Street, #4A, Brooklyn, New York 11201, Michael R. Abato, 64 Prescott Avenue, White Plains, New York 10605, Jeffrey M. Harrington, 442 Sixth Street, Brooklyn, New York 11215, and Carl R. Duda, 449 Old Coast Hwy. #4B, Santa Barbara, California 93103, have invented certain new and useful improvements in a ENHANCED VIDEO PROGRAMMING SYSTEM AND METHOD UTILIZING USER-PROFILE INFORMATION, for which we have executed an application for Letters Patent of the United States, on said herewith date.

Whereas, ACTV, Inc. a corporation organized and existing under the laws of the State of Delaware, and having its principal offices at 1270 Avenue of the Americas, Suite 2401, Rockefeller Center, New York, New York 10020 (the "Assignee"), is desirous of acquiring the entire right, title and interest in and to said invention, said application and in, to and under any and all Letters Patent to be obtained therefor;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, we have sold, assigned and transferred, and by these presents do hereby sell, assign and transfer unto the Assignee, its successors and assigns, our entire right, title and interest in and to said invention, said application, all divisions, continuations, continuations-in-part, reissues, or renewals thereof, and the Letters Patent, both foreign and domestic, that may or shall issue, therefrom including all reissues or extensions of such patents including all of our rights under the International Convention (collectively "the Patent Rights"), and we do hereby authorize and request the Commissioner of Patents to issue said Letters Patent to the Assignee in accordance herewith.

We further authorize the Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent, in its own name if desired, in any and all foreign countries, and additionally to claim the filing date of said United States application and/or otherwise take advantage of the provisions of the International Convention.

We represent and warrant that we have the right and authority to execute this Assignment and to convey all our right, title, and interest in the Patent Rights, and that we have not conveyed nor will convey hereafter all or part of the Patent Rights therein to a third party; and we do hereby covenant and agree with the said Assignee, its successors and assigns, that we will not execute in writing or do any act whatsoever conflicting with these presents, and that we or our executors or administrators will at any time upon request, without further or additional consideration, but at the expense of the said Assignee, its successors and assigns, execute such additional writings and do such additional acts as said Assignee, its successors and assigns, may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, continuation, continuationin-part, divisional, reissued or extended Letters Patent of the United States, or of any and all foreign countries on said invention, and in enforcing any rights occurring as a result of such

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applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents.

In Witness Whereof, we have hereunto set our hands and affixed our seals on the date indicated below.

Craig D.)Ullman

Subscribed to and sworn to before me this 28 day of Sep 4, 1999.

dat Baldome Notary Public

Notary Seal

LINDA F. BALDOMIR No. 41-4885228 Cualified in Queens County Cert. Filed in New York County Comm. Expires Feb 17, 20 44

Michael R. Abato

Subscribed to and sworn to before me this 28 day of sept, 1999.

Notary Public Low F Baldomu

Notary Seal

LINDA F. BALDOMIR No. 41-4885228 Qualified in Queens County Cert. Filed in New York County Comm. Expires Feb 17, 20

Jeffrey M. Harrington

Subscribed to and sworn to before me this 28 day of Sept, 1999.

Notary Public Leda F Beldomen

Notary Seal

LINDA F. BALDOMIR No. 41-4885228 Qualified in Queens County Cert. Filed in New York County Comm. Expires Feb 17, 20 <u>21</u>

Duda Duda Carl R. Duda

Subscribed to and sworn to before me this 28 day of sept, 1999.

Notary Public Ldu F Beldomu

Notary Seal

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LINDA F. BALDOMIR No. 41-4885228 Qualified in Queens County Cert. Filed in New York County Comm. Expires Feb 17, 20 4