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PHLY-24,706

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or copy thereof.

To the Honorable Commissioner of Patents and Trademark

1. Name of conveying party(ies)

Jeffry Jovan Philyaw and David Kent Mathews

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

3. Nature of Conveyance:

Assignment Merger

Security Agreement

Change of Name

Other _____

Execution Date: 9/21/99

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

Name: DigitalConvergence.com Inc.

Street Address: 4264 Kellway Circle

City Addison, State Texas Zip 75244

Additional name(s) & address(es) attached? Yes No

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 9/21/99

A. Patent Application No.(s)09/378,218

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: Gregory M. Howison

THOMPSON & HOWISON, L.L.P.

Street Address: P.O. Box 741715

City Dallas State TX Zip 75374-1715

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: 20-0780/PHLY-24,706

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

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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.

Gregory M. Howison
Name of Person Signing

Gregory M. Howison
Signature

9/27/99
Date

Total number of pages including cover sheets, attachments and document 4

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Atty. Dkt. No.: PHL-24,706

PATENT
REEL: 010286 FRAME: 0157

10/05/1999 HKAMARA 00000069 09378218

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ASSIGNMENT

WHEREAS, we, Jeffrey Jovan Philyaw and David Kent Mathews, citizens of US and residents of Dallas, Dallas County, Texas 75225 and Carrollton, Dallas County, Texas 75007, have invented certain new and useful improvements in A METHOD FOR CONTROLLING A COMPUTER USING AN EMBEDDED UNIQUE CODE IN THE CONTENT OF DVD MEDIA for which application for United States Letters Patent was filed on August 19, 1999 and assigned Serial No. 09/378,218; and

WHEREAS, DigitalConvergence.com Inc., a corporation of the State of Delaware, which has a business address of 4264 Kellway Circle, Addison, Texas 75244, (hereinafter referred to as "Assignee"), is desirous of acquiring our entire right, title and interest in and to the invention, and in and to said application and any Letters Patent that may issue thereon;

NOW, THEREFORE, for and in good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we do hereby sell, assign and transfer unto said Assignee, its successors, assigns and legal representatives the full and exclusive right, title and interest in and to said invention and in and to said application and all patents which may be granted therefor, and all divisions, reissues, substitutions, continuations, continuations-in-part and extensions thereof; and we hereby authorize and request the Commissioner of Patents and Trademarks to issue all patents for said invention, or patents resulting therefrom, insofar as our interests are concerned, to said Assignee of our entire right, title and interest.

We also hereby sell and assign to said Assignee, its successors, assigns and legal representatives the full and exclusive right, title and interest to the invention disclosed in said application throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said invention in its own name throughout the world including all rights of priority, all rights to publish cautionary notices reserving ownership of said invention and all rights to register said invention in appropriate registries; and we further agree to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in Assignee, its successors, assigns and legal representatives.

We hereby further agree that we will communicate to said Assignee, or to its successors, assigns and legal representatives, any facts known to us respecting any improvements, and, at the expense of said Assignee, to testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and substitute applications, make all lawful oaths, and generally do everything possible to vest title in said Assignee and to aid said Assignee, its successors, assigns and legal representatives to obtain and enforce proper protection for said invention in all countries.

Name of First Joint Inventor: **Jeffry Jovan Philyaw**

Residence (City, County, State): **Dallas, Dallas County, Texas 75225**

Signature: _____

Date: 9/21/99

Date Application Executed: 9/21/99

STATE OF _____ §

COUNTY OF _____ § ss:

BEFORE ME, a Notary Public, on this 21 day of Sept, 1999, personally appeared **Jeffry Jovan Philyaw**, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed same of his own free will for the purposes and consideration therein expressed.

GIVEN UNDER MY HAND AND SEAL of office this 21 day of Sept A.D., 1999.

[Signature]

Notary Public

Commission Expires:
3/25/01

Name of Second Joint Inventor: **David Kent Mathews**

Residence (City, County, State): **Carrollton, Dallas County, Texas 75007**

Signature: David Kent Mathews

Date: 9/21/99

Date Application Executed: 9/21/99

STATE OF §

COUNTY OF § ss:

BEFORE ME, a Notary Public, on this 21 day of Sept, 1999, personally appeared David Kent Mathews, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed same of his own free will for the purposes and consideration therein expressed.

GIVEN UNDER MY HAND AND SEAL of office this 21 day of Sept A.D., 1999.

[Signature]
Notary Public

Commission Expires:
3/25/01

Atty. Dkt. No.: PHL-24,706