

MW 2/4/00

03-09-2000

Docket No.: 4248.00

FORM PTO-1595 (Modified)
(Rev. 6-93)
OMB No. 0651-0011 (exp. 4/94)
Copyright 1994-97 LegalStar
P08/REV02



COVER SHEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

NLY

101285115

Tab settings

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

1. Name of conveying party(ies):
Jack D. Hidary
Craig Ullman
Nova T. Spivack

Additional names(s) of conveying party(ies) Yes No

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

Name: ACTV, Inc.

Internal Address: Rockefeller Center, Suite 2401

Street Address: 1270 Avenue of the Americas

City: New York State: NY ZIP: 10020

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

3. Nature of conveyance:

Assignment Merger

Security Agreement Change of Name

Other _____

Execution Date: JDH 1-5-2000; NTS 12-3-99; CU 11-3-99

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: _____

A. Patent Application No.(s)

B. Patent No.(s)

5774664

Additional numbers attached? Yes No

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

Name: Scott W. Doyle

Internal Address: Dorsey & Whitney

Suite 4400

Street Address: 370 Seventeenth Street

City: Denver State: CO ZIP: 80202

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:

04-1415

03/08/2000 DNGUYEN 00000134 041415 5774664

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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.

Donna T. Carrera Jan. 31, 2000

Name of Person Signing Signature Date

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

ASSIGNMENT

WHEREAS, we, Jack D. Hidary, of 320 East 46th Street, Apt. 8A, New York, New York 10017, and Craig Ullman, of 76 State Street, Brooklyn, New York 11203, and Nova T. Spivack, of 184 Thompson Street, Apt. 4G, New York, New York 10012, have invented certain new and useful improvements in an ENHANCED VIDEO PROGRAMMING SYSTEM AND METHOD FOR INCORPORATING AND DISPLAYING RETRIEVED INTEGRATED INTERNET INFORMATION SEGMENTS, for which issued as U.S. Patent No. 5774664 on June 30, 1998, said patent issuing from application being identified in the United States Patent and Trademark Office identified by Serial No. 08/622474 filed March 25, 1996, which application is a continuation-in-part of Serial No. 08/615143 filed March 14, 1996, which is a continuation-in-part of Serial No. 08/613144 filed March 8, 1996, abandoned. An assignment of the parent application, Serial No. 08/613144, has been recorded at Reel/Frame 7904/0056.

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, including U.S. Patent No. 5774664, 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, including U.S. Patent No. 5774664, that have, 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.

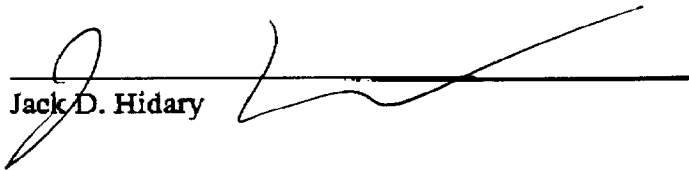
We further authorize the Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent, in its own name if desired, in any and all foreign countries, and additionally to claim the filing date of said United States application and/or otherwise take advantage of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

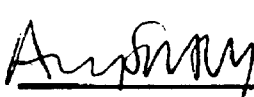
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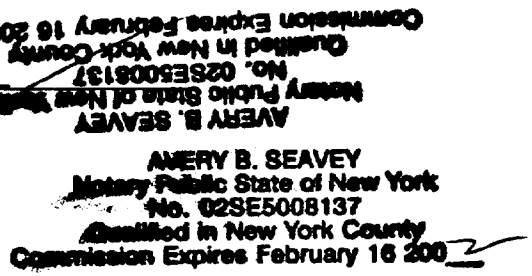
to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, continuation, continuation-in-part, divisional, reissued or extended Letters Patent of the United States, or of any and all foreign countries on said invention, and in enforcing any rights occurring as a result of such 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.

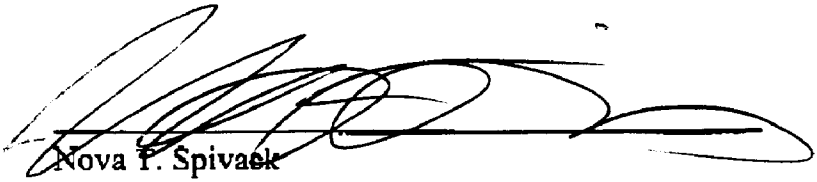

Jack D. Hidary

Subscribed to and sworn to before
me this 5th day of JAN, 1999. 2000


Notary Public

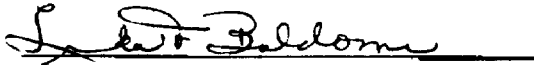

Notary Seal

AVERY B. SEAVEY
Notary Public State of New York
No. 02SE5008137
Qualified in New York County
Commission Expires February 16 2000



Nova F. Spivaek

Subscribed to and sworn to before
me this 3 day of DECEMBER, 1999.



Notary Public


Notary Seal

LINDA F. BALDOMIR
No. 41-4885228
Qualified in Queens County
Cert. Filed in New York County
Comm. Expires Feb 17, 2001



Craig Ullman

Subscribed to and sworn to before
me this 30 day of NOVEMBER, 1999.



Notary Public **LINDA F. BALDONI**
No. 41-4885228
Notary Seal **Qualified in Queens County**
Cert. Filed in New York County
Comp. Expires Feb-17, 2001