

03-23-2000

Jacket No. Y0999-047

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

1. Name of conveying party(ies):

Rakesh Mohan
Chung-Sheng Li
Howard L. Operowsky

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

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

Name: International Business
Machines Corporation
Address: New Orchard Road
Armonk, NY 10504

Additional name(s) & addresses
attached? ___ Yes X No

3. Nature of conveyance:

X Assignment

Execution Date(s): March 6, 2000 and
March 7, 2000

4. Patent Application number(s)

09/451,886

Execution Date(s): March 6, 2000 and
March 7, 2000

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

Name: Anne Vachon Dougherty
for IBM Corporation
3173 Cedar Road
Yorktown Heights, NY 10598

6. Total number of applications
involved: 1

7. Total fee (37 CFR 3.41): \$40.00

X Charge to Deposit Account No.:
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8. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and
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Anne Vachon Dougherty (No. 30,374)
Name of Person Signing

Anne Vachon Dougherty
Signature

3/13/00
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Mail documents to be recorded with required cover sheet information to:

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03/22/2000 KZEWIE 00000038 500510 09451886

02 FC:581

(40.00 CH)

PATENT
REEL: 010617 FRAME: 0640

Assignment

Whereas, we

Inventor
and City

(1) Rakesh Mohan of 535. W. Hill Rd., Stamford,
County of Fairfield and State of Connecticut

and (2) Chung-Sheng Li of 50 Croton Ave, Apt. 2C, Ossining
County of Westchester and State of New York

and (3) Howard L. Operowsky of 3 Club Way., Poughkeepsie,
County of Dutchess and State of New York

have invented certain improvements in

METHOD FOR DESCRIBING MEDIA ASSETS FOR THEIR MANAGEMENT

and executed, respectively, a United States patent application therefor on
(1) 3/6 2000, and (2) 3/7 2000, and (3) 3/6 2000.

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 inventions 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.

Signed and sealed
CITY (1) at Hawthorne, NY
DATE on 3/6/00 2000, Rakesh Mohan SIGNATURE
Rakesh Mohan

Signed and sealed
CITY and (2) at Hawthorne, NY
DATE on 3/7/00 2000, Chung-Sheng Li SIGNATURE
Chung-Sheng Li

Signed and sealed
CITY and (3) at Hawthorne, NY
DATE on 3/6/2000 2000, Howard L. Operowsky SIGNATURE
Howard L. Operowsky