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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 Part(ies):
David J. Marsh
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: Microsoft Corporation
Internal Address:
Street Address: One Microsoft Way
City: Redmond State: WA Zip: 98052
Additional names(s) & address(es) attached: Yes No

JC542 U.S. PTO
09/534916
03/23/00

3. Nature of conveyance:
 Assignment Security Agreement
 Merger Change of Name
 Other

Execution Date: 03/22/00

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: 03/22/00

A. Patent Application No.(s):

B. Patent No.(s)

09/534916

Additional numbers attached: Yes No

Additional numbers attached: Yes No

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

Name: Allan T. Sponseller
Internal Address: Lee & Hayes, PLLC
Street Address: 421 W. Riverside Ave
Suite 500
City: Spokane State: WA Zip: 99201

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: 12-0769

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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.

Allan T. Sponseller
Name of Person Signing

[Signature]
Signature (Reg. No. 58,318)

3/23/00
Date

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

03/31/2000 09:00:46 09/534916 40.00 05

04 FC:561

1 **IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

2 Inventorship Marsh
3 Applicant Microsoft Corporation
4 Attorney's Docket No. MS1-525US
5 Title: Enhancing Smart Card Usage For Associating Media Content With
6 Households

5 **PATENT ASSIGNMENT**

6 **PARTIES TO THE ASSIGNMENT**

7 **Assignor(s):**

8 David J Marsh
9 2402 236th Ave. N.E.
10 Redmond, WA 98053

11 **Assignee:**

12 Microsoft Corporation
13 A Corporation in the State of Washington
14 One Microsoft Way
15 Redmond, WA 98052

14 **AGREEMENT**

15 WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention
16 entitled "Enhancing Smart Card Usage For Associating Media Content With
17 Households," as described and claimed in the specification forming part of an
18 application for United States letters patent executed herewith;

19 WHEREAS, Microsoft Corporation (hereinafter referred to as
20 ASSIGNEE), a corporation of the State of Washington having a place of business
21 at One Microsoft Way, Redmond, WA 98052, is desirous of acquiring the entire
22 right, title and interest in and to the invention and in and to any letters patent that
23 may be granted therefor in the United States and in any and all foreign countries;

1 NOW, THEREFORE, in exchange for good and valuable consideration, the
2 receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and
3 transfer unto ASSIGNEE, the entire right, title and interest in and to said
4 invention, said application and any and all letters patent which may be granted for
5 said invention in the United States of America and its territorial possessions and in
6 any and all foreign countries, and in any and all divisions, reissues and
7 continuations thereof, including the right to file foreign applications directly in the
8 name of ASSIGNEE and to claim priority rights deriving from said United States
9 application to which said foreign applications are entitled by virtue of international
10 convention, treaty or otherwise, said invention, application and all letters patent on
11 said invention to be held and enjoyed by ASSIGNEE and its successors and
12 assigns for their use and benefit and of their successors and assigns as fully and
13 entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this
14 assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize
15 and request the Commissioner of Patents and Trademarks to issue all letters patent
16 on said invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments
17 and documents required for the making and prosecution of applications for United
18 States and foreign letters patent on said invention, for litigation regarding said
19 letters patent, or for the purpose of protecting title to said invention or letters
20 patent therefor.

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3/22/00 David J Marsh
Date David J Marsh

State of Washington)
) ss.
County of King)

I certify that I know or have satisfactory evidence that David J Marsh is the person who appeared before me, and said person acknowledged that he or she signed this instrument and acknowledged it to be his or her free and voluntary act for the uses and purposes mentioned in the instrument.

Dated 3/22/00

Signature of Notary Public *Jane Marie Stafford*

My appointment expires 10-7-03

