

07-28-2000



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OVER SHEET

7.3.00

To: Honorable Commissioner of Patents and Trademarks:

Please record the attached original document(s) or copy thereof.

1. Name of conveying party(ies)
  - a) J. Thomas Ngo
  - b) Malcolm Slaney
2. Name and address of receiving party(ies):
  - a) Name: Interval Research Corporation
  - b) Address: 1801 Page Mill Road  
Building C  
Palo Alto, CA 94304

3. Nature of conveyance



Assignment



Security Agreement



Other \_\_\_\_\_



Merger



Change of Name



License Agreement

Execution Date: 6/17/00 and 6/20/00 respectively

4. Application Number(s) or Patent Number(s): 09/514,056

The title of the (new) application is:

**SYSTEM AND METHOD FOR DISPLAYING ADVERTISEMENTS**

5. Please send all correspondence concerning this (these) documents to:

Customer No. 21912  
Ritter, Van Pelt & Yi LLP  
4906 El Camino Real, Suite 205  
Los Altos, CA 94022  
(650) 903-3500 (PH)  
(650) 903-3501 (FX)

6. Total number of applications and patents involved: 1

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



Enclosed



Any deficiencies are hereby authorized to be charged to Deposit Account No. 50-0685 (Order No. INT1P204)


8. 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.

Date: June 27, 2000

07/28/2000 DNGUYEN 00000089 09514056

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40.00 DP

  
Cindy S. Kaplan  
Registration No. 40,043

Attorney Docket No. INT1P204

(Revised 01/96)

**PATENT**  
**REEL: 010944 FRAME: 0742**

# ASSIGNMENT OF PATENT APPLICATION

(Not Accompanying Application)

Whereas I/we the undersigned inventor(s) have invented certain new and useful improvements as forth in the patent application entitled:

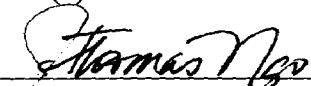
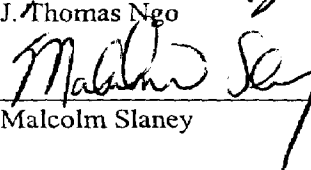
## SYSTEM AND METHOD FOR DISPLAYING ADVERTISEMENTS

for which I (we) have executed an application for a United States Letters Patent which was filed in the Patent and Trademark Office on February 25, 2000, and which bears the Application No. 09/514,056.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I the undersigned inventor(s) hereby:

- 1) Sell(s), assign(s) and transfer(s) to Interval Research Corporation a Washington corporation having place of business at 1801 Page Mill Road, Building C, Palo Alto, CA 94304, (hereinafter referred to as ("ASSIGNEE")), the entire right title and interest in any and all improvements and inventions disclosed in application(s) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any and all acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from said applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I/we have not entered, and will not enter into any assignment, contract or understanding that conflicts with this assignment.

Signed on the date(s) indicated beside my (our) signature(s).

- 1) Signature:  Date: 17 JUNE 2000  
Typed Name: J. Thomas Ngo
- 2) Signature:  Date: 20 June 2000  
Typed Name: Malcolm Slaney