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**Second Party**

| Name (line 1) | O'Neil, Joseph Thomas |
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**NAME**  
Samuel H. Dworetzky

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AT&T CORP. P.O. Box 4110

**CITY**  
Middletown

**STATE**  
New Jersey

**ZIP CODE**  
07748-4110

**COUNTRY**  
United States of America

**FAX**  
732-368-6932

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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.

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Alfred G. Steinmetz

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**SIGNATURE**  
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SEND TO: Assistant Commissioner for Patents, Box Assignments, Washington, D.C. 20231
ASSIGNMENT AND AGREEMENT

For value received, each of the undersigned, Vijay K Bhagavath of Lincroft in the County of Monmouth County and State of New Jersey, and Joseph Thomas O'Neil of Staten Island in the County of Richmond County and State of New York, hereby sells, assigns and transfers to AT&T Corp., a corporation of the State of New York, having an office at 32 Avenue of the Americas, New York, New York 10013-2412, United States of America, and its successors, assignees and legal representatives, the entire right, title and interest, for the United States of America, in and to certain inventions related to

A Method For Adaptive Ad Insertion In Streaming Multimedia Content

described in an application for Letters Patent for the United States of America,

☐ for which an application for a United States Patent was executed on ______

☒ for which an application for a United States Patent was filed on 01/26/2000 Application Number 09/490807,

and all the rights and privileges in said application and under any and all Letters Patent that may be granted in the United States for said inventions; and the undersigned also concurrently hereby sell, assign and transfer to AT&T Corp. the entire right, title and interest in and to said inventions for all countries foreign to the United States, including all rights of priority arising from the application aforesaid, and all the rights and privileges under any and all forms of protection, including Letters Patent, that may be granted in said countries foreign to the United States for said inventions.

The undersigned authorize AT&T Corp. to make application for such protection in its own name and maintain such protection in any and all countries foreign to the United States, and to invoke and claim for any application for patent or other form of protection for said inventions, without further authorization from the undersigned, any and all benefits, including the right of priority provided by any and all treaties, conventions, or agreements.

The undersigned hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country in proof of the right of AT&T Corp. to apply for patent or other form of protection for said inventions and to claim the aforesaid benefit of the right of priority.

The undersigned request that any and all patents for said inventions be issued to AT&T Corp. in the United States and in all countries foreign to the United States, or to such nominees as AT&T Corp. may designate.
The undersigned agree that, when requested, the undersigned shall, without charge to AT&T Corp. but at its expense, sign all papers, and do all acts which may be necessary, desirable or convenient in connection with said applications, patents, or other forms of protection.
Vijay K Bhagavath

Vijay K Bhagavath

Date: 6/9/00

United States of America

State of CALIFORNIA

County of LOS ANGELES

On this 9 day of June, 2000 before me personally came Vijay K Bhagavath, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Leigh Lupinacci
Notary Public

AT&T CORP.
P.O. Box 4110
Middletown, New Jersey 07748-4110
Date: 4/25/00

United States of America

State of New Jersey

County of Monmouth

On this 35th day of April, 2000 before me personally came Joseph Thomas O'Neil, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

[Signature]
Notary Public

Ann E. Taylor

AT&T CORP.
P.O. Box 4110
Middletown, New Jersey 07748-4110

ANN E. TAYLOR
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