

08-23-2000



US000179

Form PTO 1595  
(Rev. 6-93)

101440952

U.S. Dept. of Commerce  
Patent and Trademark Office

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

## 1. Name of conveying party(ies):

J. DAVID SCHAFFER  
KWOK PUN LEE  
SRINIVAS GUTTA

Additional name(s) of conveying party(ies) attached?

☐

Yes

☒

No

## 3. Nature of conveyance:

☒

Assignment

☐

Merger

☐

Security Agreement

☐

Change of Terms

☐

Other \_\_\_\_\_

Execution Date: JULY 25, 19, 17, 2000

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

Name: Philips Electronics North America Corp.

Internal Address: \_\_\_\_\_

Street Address: 1251 Avenue of the Americas

City: New York State: NY Zip: 10020-1104

Additional name(s) &amp; address(es) attached?

☐

Yes

☒

No

## 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 \_\_\_\_\_.

A. Patent Application No.(s)

None yet

B. Patent No.(s)

Additional numbers attached?

☐

Yes

☒

No

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

Name: Philips Electronics North America Corp.

Internal Address: \_\_\_\_\_

Street Address: 580 White Plains Road

City: Tarrytown State: NY Zip: 10591

## 6. Total number of applications and patents involved:

1

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

☐

Enclosed

☒

Authorized to Deposit Account

## 8. Deposit Account Number: 14-1270

(Attach duplicate copy of this page paying by deposit account)

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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.

Gregory L. Thorne

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks

Box Assignments

Washington, D.C. 20231

08/22/2000 DNGUYEN 00000264 141270 09627139

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PATENT  
REEL: 011006 FRAME: 0906

JUL 25 2000 PTO

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SOLE/JOINT ASSIGNMENT

For good and valuable consideration, I, as a below-named Assignor, hereby sell, assign, and transfer the entire right, title, and interest in the following to **Philips Electronics North America Corporation**, a Delaware corporation having a place of business at **1251 Avenue of the Americas, New York, New York 10020**, its successors, assigns, and legal representatives, including any nominees (collectively "the Assignee"):

- (1) my/our invention relating to **Three-Way Media Recommendation Method and System**  
as described in the U.S. patent application

[X ] executed concurrently herewith,  
[ ] executed on \_\_\_\_\_,  
[ ] filed in the United States Patent and Trademark Office  
on \_\_\_\_\_ as Serial Number \_\_\_\_\_,

(2) the foregoing application and all other U.S. and foreign patent applications based thereon, including divisions, continuations, reissues, and extensions, and

(3) all patents granted on these applications.

I will provide my cooperation to enable the Assignee to enjoy the foregoing right, title, and interest to the fullest extent. Upon request at the expense of the Assignee, I agree to execute all papers, take all rightful oaths, testify in all legal proceedings including patent prosecutorial actions and infringement actions, and do all other such acts which may be necessary, desirable, or convenient for securing and maintaining patents on the foregoing invention or for perfecting title thereto in the Assignee. I authorize and request that these patents be issued to the Assignee.

I certify that I have the full right to convey the above rights.

2000 - 7 - 25

Date

J. David Schaffer

, Assignor

7/19/2000

Date

Kwok Pun Lee

, Assignor

07/17/00

Date

Srinivas Gutta

, Assignor