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10-05-2000

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To the Assistant Commissioner of Patents: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Cary L. Bates
Mahdad Majd
John M. Santosuosso

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

International Business
Machines Corporation
New Orchard Road
Armonk, New York 10504

3. Nature of conveyance:

X Assignment

Execution Date: August 9, 2000; August 8, 2000; August 8, 2000

4. Application number(s) or patent number(s):

09/637397

If this document is being filed together with a new application, the execution date of the application is August 9, 2000; August 8, 2000; August 8, 2000

A. Patent Application No.(s)

B. Patent No.(s)

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

Roy Truelson
IBM Corporation
Intellectual Property Law
3605 Highway 52 North
Dept. 917/Bldg. 006-1
Rochester, MN 55901
(507) 253-4661

6. Total number of applications
and patents involved: 17. Total fee (37 CFR 3.41) \$ 40.00

X Authorized to be charged to
IBM Corporation deposit account

8. Deposit account number:

09-0465

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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.

Marty Bower

Name of Person Signing For: FELSMAN, BRADLEY, VADEN, GUNTER
& DILLON, LLP

Date

8-11-00

10/04/2000 MTHAI1 00000208 090465 09637397
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Total number of pages including cover sheet: 3

PATENT
REEL: 011123 FRAME: 0410

A S S I G N M E N T

Whereas, we,

(1) Cary L. Bates
County of Olmsted

of Rochester,
and State of Minnesota,

and

(2) Mahdad Majd
County of Olmsted

of Rochester,
and State of Minnesota,

and

(3) John M. Santosuosso
County of Olmsted

of Rochester,
and State of Minnesota,

have invented certain improvements in

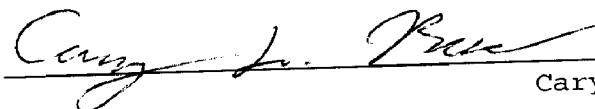
SYSTEM, METHOD, AND PROGRAM FOR RECORDING PRESENTABLE DATA ACCESSED THROUGH INTERACTIVE LINKS DISPLAYED BY AN INTERACTIVE TELEVISION PROGRAM

and executed, respectively, a United States patent application therefor on
(Dates Inventors Signed Declaration) (1) August 9, 2000, and
(2) August 8, 2000, and (3) August 8, 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 invention 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.

(1) Signed at Rochester, MN on 8-9, 2000.



Cary L. Bates

and (2) Signed at Rochester, MN on 8/8, 2000.

Mahdad Majd
Mahdad Majd

and (3) Signed at Rochester, MN on 8/8, 2000.

John M. Santosuosso
John M. Santosuosso