**US000257** 



Form PTO 1595   30   80   (Rev. 6-93)	101533048  J.S. Dept. of Commerce Patent and Trademark Office
To the Commissioner for Patents: Please rec	ord the attached original documents or copy thereof.
1. Name of conveying party(ies):  SRINIVAS GUTTA J. DAVID SCHAFFER KWOK PUN LEE  Additional name(s) of conveying party(ies) as  Yes X No	2. Name and address of receiving party(ies):  Name: Philips Electronics North America Corp.  Internal Address:  Street Address: 1251 Avenue of the Americas
3. Nature of conveyance:  X Assignment Merger  Security Agreement Change of Other  Execution Date: SEPT. 25, 25, 27, 2000	City: New York State: NY Zip: 10020-1104  Additional name(s) & address(es) attached?  Yes No  X
application, is  A. Patent Application No.(s)	with a new application, the execution date of the  B. Patent No.(s)  ditional numbers attached?  Yes X No
5 Name and address of party to whom correspondering document should be mailed:	involved:
Name: Philips Electronics North America ( Internal Address:	7. Total fee (37 CFR 3.41)\$40.00  Enclosed X Authorized to Deposit Account
Street Address: 580 White Plains Road	
City: <u>Tarrytown</u> State: <u>NY Zip: 10591</u>	8. Deposit Account Number: 14-1270  (Attach duplicate copy of this page paying by deposit account)
	DO NOT USE THIS SPACE
9. Statement and signature.	
Gregory L. Thorne Name of Person Signing Signature	ich cho
Mail documents to be record	ing cover sheet, attachments, and document: 2  ded with required cover sheet information to: mmissioner for Patents Box Assignments

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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 Method and Apparatus f	or
	Displaying Program Recommendations with Indication of	<u>f</u>
	Strength of Contribution of Significant Attributes	_
	as described in the U.S. patent application	

[X	]	execut	ced	cone	current	ly here	with,			
[	]	execut	ed	on			r			
[	]	filed	in	the	United	States	Patent	and	Trademark	Office
		on				as	Serial	Numb	er	

- (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 prosecutional 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.

Ic	certify that I have the full right to con-	vey the above rights
09/25/00		,Assignor
Date	Srinivas Gutta	
2000-9-25		,Assignor
Date	J. David Schaffer	
9/27/2800	_ Kevolobusher	,Assignor
Date '	Kwok Pun Lee	

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**RECORDED: 10/30/2000**