

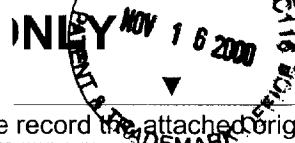
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COVER SHEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



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To the Honorable Commission on Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Michael L. ASMUSSEN
2627 Meadow Hall Drive
Oak Hall, VA 20171

Additional names(s) of conveying party(ies) Yes No

11-16-00

2. Name and address of receiving party(ies):
Name: **Discovery Communications, Inc.**
Address: **7700 Wisconsin Avenue**

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: **October 24, 2000**

City: **Bethesda** State/Prov.: **MD**
Country: **USA** ZIP: **20814**

Additional name(s) & address(es) Yes No

4. Application number(s) or registration numbers(s):
If this document is being filed together with a new application, the execution date of the application is: _____

Patent Application No.	Filing date	B. Patent No.(s)
S.N. 09/628,805	07/28/2000	

Additional numbers Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: **John K. Harrop**
Registration No. **Reg. No. 41,817**
Address: **DORSEY & WHITNEY LLP**
1001 Pennsylvania Avenue N.W.
Suite 300 South
City: **Washington** State/Prov.: **DC**
Country: **USA** ZIP: **20004**

6. Total number of applications and patents involved: **1**

7. Total fee (37 CFR 3.41):.....\$ **40.00**
 Enclosed - Any excess or insufficiency should be credited or debited to deposit account
 Authorized to be charged to deposit account

8. Deposit account number:
04-1425

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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.
John K. Harrop **November 16, 2000**
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and **3**

ASSIGNMENT

WHEREAS, I, Michael L. Asmussen, of 2627 Meadow Hall Drive, Oak Hill, VA 20171, have invented certain new and useful improvements in a METHOD AND APPARATUS FOR LOCALLY TARGETING VIRTUAL OBJECTS WITHIN A TERMINAL, for which an application for Letters Patent of the United States has been filed, which may be identified in the United States Patent and Trademark Office by Serial No. 09/628,805, filed July 28, 2000; and

WHEREAS, Discovery Communications, Inc. ("DCI"), a corporation organized and existing under the laws of the State of Maryland, and having a business address at 7700 Wisconsin Avenue, Bethesda, MD 20814-3522, is desirous of acquiring the entire right, title and interest in and to said invention, said application and in, to and under any and all Letters Patent to be obtained therefor;

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00), other good and valuable consideration to us in hand paid by the said DCI, the receipt of which is hereby acknowledged, plus additional consideration, if any, that the shareholders of DCI might determine appropriate, I have sold, assigned and transferred, and by this writing, do hereby sell, assign and transfer unto said DCI, its successors and assigns, my entire right, title and interest in and to said invention, said application and the Letters Patent, both foreign and domestic, that may or shall issue, including all of my entire rights under International Conventions, and I do hereby authorize and request the Commissioner of Patents to issue said Letters Patent to the above mentioned Assignee in accordance herewith.

I hereby authorize said Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent, in its own name if desired, in any and all foreign countries, and additionally to claim the filing date of said United States application and/or otherwise take advantage of the provisions of International Conventions.

Upon Said Consideration, I do hereby covenant and agree with the said Assignee, its successors and assigns, that I will not execute any writing or do any act whatsoever conflicting with these presents, and that I or my executors or administrators will at any time upon request, without further consideration, but at the expense of said Assignee, its successors or assigns, execute such additional writings and do such additional acts as said Assignee, its successors or assigns, may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, reissued or extended Letters Patent of the United States, or of any and all foreign countries on said invention, and in enforcing any rights occurring as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents.

IN WITNESS WHEREOF, I, Michael L. Asmussen have signed and delivered this Assignment on the dates set forth below.

Date: 10/24/2000

Michael L. Asmussen
Michael L. Asmussen

DISTRICT OF COLUMBIA

)
) ss.
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On this 24 day of October 2000, before me a Notary Public, personally appeared Michael L. Asmussen, known to me to be the person who executed the foregoing Assignment and acknowledged that he executed the same as his free act and deed.

SEAL

Barbara Kirkpatrick
Notary Public

Barbara Kirkpatrick
Notary Public District Of Columbia
My Commission Expires: April 14, 2004