

01-08-2001

DEPARTMENT OF COMMERCE  
Patent and Trademark Office



12/19/00

101573255

Attorney Docket No.: 81674-027 3214  
Express Mail Label No.: EL 669 015 672 US

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

1. Name of conveying party(ies):

Preston J. Hunt signed December 12, 2000  
Matthew A. Bright signed December 13, 2000

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

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

Intel Corporation  
2200 Mission College Boulevard  
Santa Clara, California 95054

9/741600

3. Nature of conveyance:

☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name

Execution Date: December 12, 2000 and December 13, 2000

Additional name(s) & address(es) attached? ☐ Yes ☒ No

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

This document is being filed with a new application, the execution date of the application is: December 12, 2000 and December 13, 2000

A. Patent Application No.(s) Not Assigned

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Roger R. Wise, Esq.  
PILLSBURY MADISON & SUTRO LLP  
Ninth Floor, East Tower  
1100 New York Avenue, N.W.  
Washington, D.C. 20005-3918

6. Total number of applications and patents involved: [ 1 ]

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

☒ Enclosed  
☐ Authorized to be charged to deposit account

8. Deposit account number:

03-3975

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

DO NOT USE THIS SPACE

9. Statement and signature.

*To the best of my knowledge and belief, the foregoing is true and correct and the attached is the original document.*

Roger R. Wise, Reg. No. 31,204

Date: December 19, 2000

OMB No. 0651-0011 (exp. 4/94)

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

Assistant Commissioner for Patents

Box Assignments

Washington, D.C. 20231

01/04/2001 MTHAI1 00000266 09741600

01 FC:581

40.00 DF

**ASSIGNMENT  
OF U.S. ORIGIN PATENT APPLICATION  
(to Corporation)  
(or Limited Partnership)**

WHEREAS, the undersigned, to wit:

Preston J. HUNT and Matthew A. BRIGHT

(hereinafter ASSIGNOR), have made an invention known as Dkt.

PMS 81674-273214

and entitled: **Method and Apparatus for Intelligent and Automatic Preference Detection of Media Content**

for which an application for Letters Patent of the United States

☒ was executed even date herewith and is about to be filed in the United States Patent and Trademark Office;  
☐ was filed on \_\_\_\_\_, Appln. No. \_\_\_\_\_ / \_\_\_\_\_;

AND WHEREAS **Intel Corporation** (hereinafter ASSIGNEE), a corporation duly organized and existing under the laws of the State of **Delaware** and having its principal office and place of business at 2200 Mission College Boulevard, Santa Clara, CA 95054, desires to acquire an interest therein;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR, does hereby sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all improvements that are disclosed in the application for the United States patent that has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and is entitled **Method and Apparatus for Intelligent and Automatic Preference Detection of Media Content** and in and to said application and all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said ASSIGNEE may apply for and receive a patent or patents for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said ASSIGNEE, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said ASSIGNEE, its successors, assigns, and representatives all facts known to the undersigned relating to said improvements and the history thereof; and generally assist said ASSIGNEE, its successors, assigns, or

representatives in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements, and all applications for patents and all patents on said improvements, in said ASSIGNEE, its successors, assigns, and legal representatives; and

covenant with said ASSIGNEE, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

NOTE: The undersigned hereby authorizes **PILLSBURY MADISON & SUTRO LLP** of the above address to insert hereon any further identification necessary or desirable for recordation of this document.

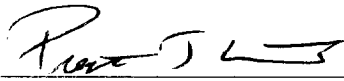
Executed on the date(s) below indicated.

**Each Inventor: Please Sign and Date Below:**

12-Dec

, 2000

Date



Name: Preston J. HUNT

**Inventor: Please also list the date that you signed the accompanying DECLARATION AND POWER OF ATTORNEY:**

12-Dec

, 2000

Date

**Each Inventor: Please Sign and Date Below:**

, 200

Date

Name: Matthew A. Bright

**Inventor: Please also list the date that you signed the accompanying DECLARATION AND POWER OF ATTORNEY:**

, 200

Date

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(to Corporation)  
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NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR, does hereby sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all improvements that are disclosed in the application for the United States patent that has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and is entitled **Method and Apparatus for Intelligent and Automatic Preference Detection of Media Content** and in and to said application and all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said ASSIGNEE may apply for and receive a patent or patents for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said ASSIGNEE, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said ASSIGNEE, its successors, assigns, and representatives all facts known to the undersigned relating to said improvements and the history thereof; and generally assist said ASSIGNEE, its successors, assigns, or

representatives in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements, and all applications for patents and all patents on said improvements, in said ASSIGNEE, its successors, assigns, and legal representatives; and

covenant with said ASSIGNEE, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

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Executed on the date(s) below indicated.

<b>Each Inventor: Please Sign and Date Below:</b>	
_____, 200____ Date	_____ Name: Preston J. HUNT

<b>Inventor: Please also list the date that you signed the accompanying DECLARATION AND POWER OF ATTORNEY:</b>
_____, 200____ Date

<b>Each Inventor: Please Sign and Date Below:</b>	
<u>13 December, 2000</u> Date	<u>Matthew A. Bright</u> Name: Matthew A. Bright

<b>Inventor: Please also list the date that you signed the accompanying DECLARATION AND POWER OF ATTORNEY:</b>
<u>13 December, 2000</u> Date