

06-20-2001

Docket No.: MOON-P005



RECORDATION 101751377 ASSIGNMENT



The Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:
Please record the attached original documents or copy thereof.

6/8/01

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

1. Name of conveying party:	Execution Date:
Inventor (s): SALAS, JONATHAN C.	<u>6/7/2001</u>
LAU, EDWIN J.	<u>6/7/2001</u>
NAVARE, PRASHANT	<u>6/7/2001</u>
RADHAKRISHNAN, SANJEEV	
Serial No: (Not yet assigned)	Group Art Unit: (Not yet assigned)
Filed: <u>6/8/2001</u>	Examiner: (Not yet assigned)

2. Name and Address of Receiving party: NEW MOON SYSTEMS, INC.
2 NORTH SECOND STREET, SUITE 1000
SAN JOSE, CA 95113

09/877761

3. Nature of Conveyance: Assignment

4. Patent Application(s) / Patent Number(s): (not yet assigned)
New Patent Application Entitled:
"SYSTEM AND METHOD FOR DYNAMIC CONTENT ACTIVATION"

5. Name and address of party to whom correspondences concerning document should be mailed:
Name: DENNIS S. FERNANDEZ, ESQ.
Address: FERNANDEZ & ASSOCIATES, LLP
PATENT ATTORNEYS
PO BOX D
MENLO PARK, CA 94026-6204
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06/14/2001 EFLORES 00000053 09877761
02 FC:581 40.00 GP

6. Total Number of applications and patents involved: ONE

7. Fee Calculation
Assignment Recordation Fee \$40.00
Total Fees (37 CFR 3.41): \$ 40.00 X Enclosed
 Authorized to be charged to Deposit Account

8. Deposit Account Number:
In case Applicant inadvertently miscalculated any required fee, the Commissioner is hereby authorized to charge the necessary additional amount associated with this communication or credit any overpayment to **Deposit Account No: 500482**. A duplicate copy of this authorization is enclosed.

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.

DENNIS S. FERNANDEZ, ESQ.
Reg. No. 34,160

Date: 6/8/2001

ASSIGNMENT

Whereas, We, **JONATHAN C. SALAS, EDWIN J. LAU, PRASHANT NAVARE** and **SANJEEV RADHAKRISHNAN**, having agreed to assign the below identified invention to **NEW MOON SYSTEMS, INC.** ("**NEW MOON**"), a **CALIFORNIA** corporation having its principal place of business at **2 NORTH SECOND STREET, SUITE 1000, SAN JOSE, CA 95113** for good and valuable consideration, receipt of which is hereby acknowledged, I do hereby sell, assign, and transfer unto **NEW MOON**, its successors and assigns, the entire right, title, and interest, including the right of priority in, to and under an application for Letters Patents of the United States entitled:

SYSTEM AND METHOD FOR DYNAMIC CONTENT ACTIVATION


X filed herewith and the inventions set forth and described therein, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefor; or

Serial No.: _____, filed on _____ and the inventions set forth and described therein, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefor;

And for the above consideration, we agree promptly upon request of **NEW MOON**, its successors or assigns, to execute and deliver without further compensation any power of attorney, assignment, application, whether original, continuation, divisional, or reissue, or other papers which may be necessary or desirable fully to secure to **NEW MOON**, its successors and assigns, the inventions described in said application and all patent rights therein, in the United States and in any country foreign thereto, and to cooperate and assist in the prosecution of interference proceedings involving said inventions and in the adjudication or reexamination of said Letters Patent.

Inventor's Signature:  Date: 6/7/01
JONATHAN C. SALAS

Inventor's Signature:  Date: 6/7/01
EDWIN J. LAU

Inventor's Signature:  Date: 6/7/01
PRASHANT NAVARE

Inventor's Signature: _____ Date: _____
SANJEEV RADHAKRISHNAN