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ENTRIES ONLY

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U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
Russell M. Krapf  
Timothy J. Elliott  
L. Jeffrey Kapner III 10/17/01

2. Name and address of receiving party(ies)  
Name: KEEN PERSONAL MEDIA, INC.

Internal Address: \_\_\_\_\_

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

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

Street Address: ONE MORGAN

City: IRVINE State: CA Zip: 92618

Execution Date: 10/15/2001

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

4. Application number(s) or patent number(s): 09/982652  
If this document is being filed together with a new application, the execution date of the application is: 10/15/2001  
A. Patent Application No.(s)  
Unknown

B. Patent No.(s)

Additional numbers attached?  Yes  No

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

Name: WON TAE C. KIM, REG. 40,457

Internal Address: \_\_\_\_\_

WESTERN DIGITAL TECHNOLOGIES, INC.

INTELLECTUAL PROPERTY DEPT. - C2

Street Address: 20511 LAKE FOREST DRIVE

City: LAKE FOREST State: CA Zip: 92630

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:

23-1209

(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 information is true and correct and any attached copy is a true copy of the original document.

WON TAE C. KIM, REG. 40,457

Name of Person Signing

W. Kim / C  
Signature

10/17/01  
Date

Total number of pages including cover sheet, attachments, and documents: 4

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

10/29/2001 6TON11 00000247 231209 09982652  
01 FC:581 40.00 CH

PATENT  
REEL: 012285 FRAME: 0616

ASSIGNMENT

Whereas, I, RUSSELL M. KRAPP, a United States citizen, residing at Dana Point, California, have invented certain new and useful improvements in PERSONAL VIDEO RECORDER AND METHOD FOR INSERTING A STORED ADVERTISEMENT INTO A DISPLAYED BROADCAST STREAM (hereafter "Improvements") for which I have executed an application for a United States Patent filed on Herewith, Application No. Unknown (hereafter "Application"); and

Whereas, Keen Personal Media, Inc. (hereafter "Assignee"), a Delaware Corporation, desires to acquire the entire right, title, and interest in and to the Improvements and the Application.

Now, therefore, in consideration of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the inventor, do hereby acknowledge that I have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the Assignee, its successors, legal representatives and assignees, the entire right, title, and interest throughout the world in, to and under the Improvements, and the Application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereof and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for the Improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and I hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patents for the Improvements to the Assignee, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

I hereby covenant and agree that I will communicate to the Assignee, its successors, legal representatives and assigns, any facts known to me respecting the Improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and aid the Assignee, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Improvements in all countries.

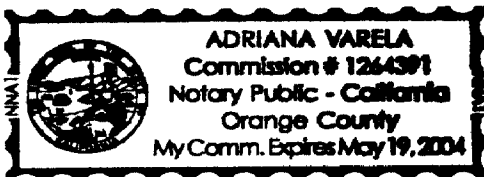
Russell M. Krapp 10/15/01  
RUSSELL M. KRAPP Date

State of CALIFORNIA )  
) ss.  
County of ORANGE )

On October 15, 2001, before me, Adriana Varela, Notary Public, personally appeared RUSSELL M. KRAPP and proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person executed the instrument.

Witness my hand and official seal.

Adriana Varela  
Notary Public





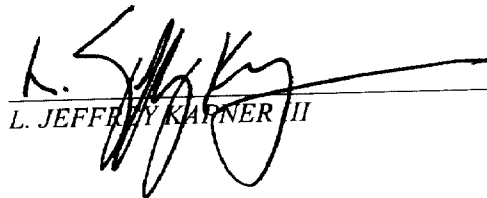
ASSIGNMENT

Whereas, I, L. JEFFREY KAPNER III, a United States citizen, residing at Yorba Linda, California, have invented certain new and useful improvements in PERSONAL VIDEO RECORDER AND METHOD FOR INSERTING A STORED ADVERTISEMENT INTO A DISPLAYED BROADCAST STREAM (hereafter "Improvements") for which I have executed an application for a United States Patent filed on Herewith, Application No. Unknown (hereafter "Application"); and

Whereas, Keen Personal Media, Inc. (hereafter "Assignee"), a Delaware Corporation, desires to acquire the entire right, title, and interest in and to the Improvements and the Application.

Now, therefore, in consideration of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the inventor, do hereby acknowledge that I have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the Assignee, its successors, legal representatives and assignees, the entire right, title, and interest throughout the world in, to and under the Improvements, and the Application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereof and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for the Improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and I hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patents for the Improvements to the Assignee, its successors, legal representatives and assigns, in accordance with the terms of this instrument.


I hereby covenant and agree that I will communicate to the Assignee, its successors, legal representatives and assigns, any facts known to me respecting the Improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and aid the Assignee, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Improvements in all countries.

  
\_\_\_\_\_  
L. JEFFREY KAPNER III  
10.15.01  
Date

State of CALIFORNIA        )  
  ) ss.  
County of ORANGE         )

On October 15, 2001, before me, Adriana Varela, Notary Public, personally appeared L. JEFFREY KAPNER III and proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person executed the instrument.

Witness my hand and official seal.

  
\_\_\_\_\_  
Notary Public

