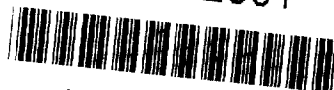


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U.S. Department of Commerce
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PUSH 10-1195

(Rev. 9-93)

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

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

1. Name of conveying party(ies):

Donald F. Gordon
Sadik BayrakeriAdditional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ OtherExecution Date: Gordon 8/17/01; Bayrakeri 5/15/01

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

Name: DIVA Systems Corporation

Internal Address: _____

Street Address: 800 Saginaw DriveCity: Redwood City State: CA Zip: 94063Additional name(s) & address(es) attached? ☐ Yes ☒ No

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

If this document is being filed together with a new application, the execution date of the application is: _____

A. Patent Application No.(s) 09/792,889, filed 2/23/01

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Eamon J. WallInternal Address: MOSER, PATTERSON & SHERIDAN, LLPStreet Address: 595 Shrewsbury Avenue, Suite 100City: Shrewsbury State: NJ Zip: 07702

6. Total number of applications and patents involved: _____

7. Total fee (37 C.F.R. 3.41)----- \$ 40.00☒ Enclosed☐ Authorized to be charged to deposit account for deficiency

8. Deposit account number:

20-0782

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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.*EAMON J. WALL

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments and document: 3Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

E:\PFORMS\NEW-PATENT\ASSIGNMENT.COVER.DOC

ASSIGNMENT OF PATENT APPLICATION

WHEREAS, DONALD F. GORDON of 465 Gabilan Street, #10, Los Altos, CA 94022; JOHN P. COMITO of 907 Pleasant Hill Road, Redwood City, CA, 94061, SADIK BAYRAKERI of 733 Shell Boulevard #104, Foster City, CA, 94404, and EDWARD A. LUDVIG of 931 Canyon Road, Redwood City, CA, 94061, hereinafter referred to as "Assignor," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: **METHOD AND APPARATUS FOR PROVIDING TARGETED ADVERTISEMENTS**

Application No.: **09/792,889**

Filing Date: **2/23/01**

Dates of execution of the Declaration: 8/17/01; and

WHEREAS, DIVA Systems Corporation, located at 800 Saginaw Drive, Redwood City, CA, 94063, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same.

For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Assignor hereby authorizes and requests THOMASON, MOSER & PATTERSON, LLP, 595 Shrewsbury Avenue, Suite 100, Shrewsbury, New Jersey 07702, to insert herein above the dates of execution of the Declaration, the application serial number, and the filing date of said application when known.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Inventor 1 Signature: _____

DONALD F. GORDON

Date: Aug 17, 2001

Inventor 2 Signature: _____

SADIK BAYRAKERI

Date: _____

Inventor 3 Signature: _____

EDWARD A. LUDVIG

Date: _____

Inventor 4 Signature: _____

JOHN P. COMITO

Date: _____

ASSIGNMENT OF PATENT APPLICATION

WHEREAS, DONALD F. GORDON of 465 Gabilan Street, #10, Los Altos, CA 94022; JOHN P. COMITO of 907 Pleasant Hill Road, Redwood City, CA, 94061, SADIK BAYRAKARI of 733 Shell Boulevard #104, Foster City, CA, 94404, and EDWARD A. LUDVIG of 931 Canyon Road, Redwood City, CA, 94061, hereinafter referred to as "Assignor," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: **METHOD AND APPARATUS FOR PROVIDING TARGETED ADVERTISEMENTS**

Application No.: **09/792,889**

Filing Date: **2/23/01**

Dates of execution of the Declaration: 5/15/01; and

WHEREAS, DIVA Systems Corporation, located at 800 Saginaw Drive, Redwood City, CA, 94063, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same.

For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Assignor hereby authorizes and requests DINH & ASSOCIATES, 2506 Ash Street, Palo Alto, CA 94306, to insert herein above the dates of execution of the Declaration, the application serial number, and the filing date of said application when known.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Inventor 1 Signature: _____ Date: _____
DONALD F. GORDON

Inventor 2 Signature: _____ Date: _____
SADIK BAYRAKARI

Inventor 3 Signature: _____ Date: _____
EDWARD A. LUDVIG

Inventor 4 Signature: _____ Date: _____
JOHN P. COMITO