

12-21-2001



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Patent Office's Docket No. U 013624-1

Rec'd PCT/PTO 27 NOV 2001

IN THE UNITED STATES DESIGNATED OFFICE (DO/US)

PCT/IL01/00035	14 JANUARY 2001	3 FEBRUARY 2000
INTERNATIONAL APPLICATION NO.	INTERNATIONAL FILING DATE	PRIORITY DATE CLAIMED
ADVERTISEMENTS IN AN END-USER CONTROLLED PLAYBACK ENVIRONMENT		
TITLE OF INVENTION		
1. REUVEN WACHTFOGEL	7. YOSSI TSURIA	13. SHLOMO KIPNIS
2. JONATHAN MAISSEL	8. SAM MICHELSON	14. CHAIM SHEN-ORR
3. MOSHE KRANC	9. MIKA KRAUSE	
4. DAVID RICHARDSON	10. STEVE EPSTEIN	
5. EZRA DARSHAN	11. MOSHE SHLISSEL	
6. RON KATZ	12. DORON HANDELMAN	

APPLICANT(S) FOR DO/US

Box PCT
 Assistant Commissioner for Patents
 Washington, D.C. 20231
 ATTENTION: DO/US

11.27.01

COVER SHEET FOR ASSIGNMENT (37 C.F.R. § 1.331) FOR
 INTERNATIONAL APPLICATION ENTERING NATIONAL STAGE
 IN U.S. DESIGNATED OFFICE (DO/US) UNDER 35 U.S.C. § 371

IDENTIFICATION OF APPLICATION (37 C.F.R. § 3.21 and 37 C.F.R. § 3.31(a)(4))

1. The patent application to which the attached assignment (document) refers, is identified as follows
 a. Date of execution: October 17, 21, 22, 23, 24 & 30, 2001

CERTIFICATION UNDER 37 C.F.R. § 1.10*
 (Express Mail label number is **mandatory**.)
 (Express Mail certification is optional.)

I hereby certify that this "Cover Sheet for Assignment (Document) Accompanying Application Entering National Phase", along with any document referred to, is being deposited with the United States Postal Service on this date November 27, 2001 in an envelope as "Express Mail Post Office to Addressee" Mailing Label Number EV 011019348 US addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231.

JENNIFER RASHKIN

(type or print name of person mailing paper)

Signature of person mailing paper

WARNING:

Certificate of mailing (first class) or facsimile transmission procedures of 37 C.F.R. § 1.8 cannot be used to obtain a date of mailing or transmission for this correspondence.

*WARNING:

Each paper or fee filed by "Express Mail" **must** have the number of the "Express Mail" mailing label placed thereon prior to mailing. 37 C.F.R. § 1.10(b).
 "Since the filing of correspondence under § 1.10 without the Express Mail mailing label thereon is an oversight that can be avoided by the exercise of reasonable care, requests for waiver of this requirement will **not** be granted on petition." Notice of Oct. 24, 1996, 60 Fed. Reg. 56,439, at 56,442

(Cover Sheet for Assignment Application Accompanying International Application Entering National Stage in U.S. Designated Office (DO/US) under 35 U.S.C. § 371—page 1 of 4) 13-10

b. Name of each inventor:

1.	REUVEN WACHTFOGEL	7.	YOSSI TSURIA	13.	SHLOMO KIPNIS
2.	JONATHAN MAISSEL	8.	SAM MICHELSON	14.	CHAIM SHEN-ORR
3.	MOSHE KRANC	9.	MIKA KRAUSE		
4.	DAVID RICHARDSON	10.	STEVE EPSTEIN		
5.	EZRA DARSHAN	11.	MOSHE SHLISSEL		
6.	RON KATZ	12.	DORON HANDELMAN		

c. Title of invention: ADVERTISEMENTS IN AN END-USER CONTROLLED PLAYBACK ENVIRONMENT

NOTE: See 37 C.F.R. § 3.21.

NAME OF PARTY(IES) CONVEYING INTEREST (37 C.F.R. § 3.31(a)(1))

2. The party(ies) conveying this interest is (are):

1.	REUVEN WACHTFOGEL	7.	YOSSI TSURIA	13.	SHLOMO KIPNIS
2.	JONATHAN MAISSEL	8.	SAM MICHELSON	14.	CHAIM SHEN-ORR
3.	MOSHE KRANC	9.	MIKA KRAUSE		
4.	DAVID RICHARDSON	10.	STEVE EPSTEIN		
5.	EZRA DARSHAN	11.	MOSHE SHLISSEL		
6.	RON KATZ	12.	DORON HANDELMAN		

**NAME AND ADDRESS OF PARTY(IES) RECEIVING INTEREST
(37 C.F.R. § 3.31(a)(2))**

3. The rights are being conveyed to:

Name: NDS LIMITED
Address: One London Road, Staines, Middlesex
TW 18 4 EX Great Britain

Telephone No.: () _____

**DESCRIPTION OF INTEREST CONVEYED OR TRANSACTION RECORDED
(37 C.F.R. § 3.31(a)(3))**

4. The accompanying document intends to accomplish:

- ☒ an assignment.
- ☐ a security agreement.
- ☐ a license.
- ☐ a merger.
- ☐ a change of name.
- ☐ a change of address.
- ☐ other.

**NAME AND ADDRESS OF PARTY TO WHOM CORRESPONDENCE
SHOULD BE MAILED (37 C.F.R. § 3.31(a)(5))**

5. Please address correspondence to:

Name: Julian H. Cohen
Address: c/o Ladas & Parry
26 West 61st Street
New York, New York 10023
Telephone No.: (212) 708-1887

DATE ASSIGNMENT (DOCUMENT) EXECUTED (37 C.F.R. § 3.31(a)(7))

6. A. ☐ The attached assignment (document) was executed on _____ .
Date

OR *If there is more than one conveying party who executed on different dates, indicate the date of execution of the assignment document for each conveying party.*

- B. ☒ The attached assignment was executed by REUVEN WACHTFOGEL on October 22, 2001 .
Date
- ☒ The attached assignment was executed by JONATHAN MAISSEL on October 21, 2001 .
Date
- ☒ The attached assignment was executed by MOSHE KRANC on October 30, 2001 .
Date
- ☒ The attached assignment was executed by DAVID RICHARDSON on October 21, 2001 .
Date
- ☒ The attached assignment was executed by EZRA DARSHAN on October 17, 2001 .
Date
- ☒ The attached assignment was executed by RON KATZ on October 17, 2001 .
Date
- ☒ The attached assignment was executed by YOSSI TSURIA on October 21, 2001 .
Date
- ☒ The attached assignment was executed by SAM MICHELSON on October 24, 2001 .
Date
- ☒ The attached assignment was executed by MIKA KRAUSE on October 17, 2001 .
Date
- ☒ The attached assignment was executed by STEVE EPSTEIN on October 22, 2001 .
Date
- ☒ The attached assignment was executed by MOSHE SHLISSEL on October 23, 2001 .
Date
- ☒ The attached assignment was executed by DORON HANDELMAN on October 23, 2001 .
Date
- ☒ The attached assignment was executed by SHLOMO KIPNIS on October 24, 2001 .
Date
- ☒ The attached assignment was executed by CHAIM SHEN-ORR on October 17, 2001 .
Date

LANGUAGE OF ASSIGNMENT (DOCUMENT) TO BE RECORDED

NOTE: The Office will accept and record non-English language documents only if accompanied by a verified English translation signed by the individual making the translation. 37 C.F.R. § 3.26.

The attached document:

☒ is in the English language.

☐ is not in the English language. A verified English translation, signed by the individual making the translation is attached.

ORIGINAL DOCUMENT OR TRUE COPY SUBMITTED

NOTE: "Either the original document or a true copy of the original document may be submitted for recording. Only one side of each page shall be used. The paper used should be flexible, strong, white, non-shiny, durable, and preferably no larger than 21.6 x 33.1 cm. (8½ x 14 inches) with a 2.5 cm. (one inch) margin on all sides." 37 C.F.R. § 3.24.

7. Submitted herewith is:

☒ the original document.

☐ a true copy of the original document.

NOTE: "If the original [assignment] document is two-sided or the wrong size, the practitioner can comply with the requirement [set out in 37 C.F.R. § 3.24] by providing a true copy of the original document using only one side of each page on the correct size paper." Notice of June 24, 1992, 1140 O.G. 63-76, at 67.

**NUMBER OF APPLICATIONS IDENTIFIED IN THIS COVER SHEET
AND THE FEE (37 C.F.R. § 3.31(a)(6))**

8. A. This cover sheet identifies only one application.
B. The fee for recordal (37 C.F.R. § 1.21(h)) is \$40.00.
☒ Attached is a check for \$40.00.
☐ Please charge Account _____ \$40.00.
☐ A duplicate of this cover sheet is attached.

STATEMENT (37 C.F.R. § 3.31(a)(9)) AND SIGNATURE (37 C.F.R. § 3.31(a)(10))

9. 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.

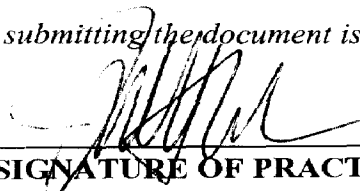
NOTE: "The term 'party' as used in this rule [§ 3.31] means the person whose name appears on the documents to be recorded, that person's attorney or registered agent, or a corporate officer where a corporation's name appears on the document." Notice of June 24, 1992, 1140 O.G. 63-76, at 65.

Date: November 27, 2001

Name of party submitting document

Signature of party submitting document

(complete the following, if the party submitting the document is applicant's attorney)



SIGNATURE OF PRACTITIONER

Reg. No. 20302

JULIAN H. COHEN
(type or print name of practitioner)

Tel. No.: (212) 708-1887

P.O. Address

Customer No. 00140

c/o Ladas & Parry
26 West 61st Street
New York, N.Y. 10023

TOTAL NUMBER OF PAGES BEING SUBMITTED

10. The total number of pages being submitted, **including cover sheet attachment(s), and documents** are:

11
Total number of pages submitted

For: ☐ U.S. and/or ☐ Foreign Rights
For: ☐ U.S. Application or
☐ U.S. Provisional Application
For: ☐ U.S. Patent
For: ☒ PCT Application
By: Multiple Inventors

ASSIGNMENT OF INVENTION (MULTIPLE INVENTORS)

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNORS (Inventors):

<u>Reuven Wachtfogel</u> <i>(type or print name of inventors)</i>	<u>c/o NDS Technologies Ltd., P.O. Box 23013</u> <u>Jerusalem 91235, Israel</u> <table><tr><td>Address</td><td>Israel and US</td></tr><tr><td colspan="2">Nationality</td></tr></table>	Address	Israel and US	Nationality	
Address	Israel and US				
Nationality					
<u>Jonathan Maissel</u>	<u>c/o NDS Technologies Ltd., P.O. Box 23013</u> <u>Jerusalem 91235, Israel</u> <table><tr><td>Address</td><td>Israel and UK</td></tr><tr><td colspan="2">Nationality</td></tr></table>	Address	Israel and UK	Nationality	
Address	Israel and UK				
Nationality					
<u>Moshe Kranc</u>	<u>c/o NDS Technologies Ltd., P.O. Box 23013</u> <u>Jerusalem 91235, Israel</u> <table><tr><td>Address</td><td>Israeli</td></tr><tr><td colspan="2">Nationality</td></tr></table>	Address	Israeli	Nationality	
Address	Israeli				
Nationality					
<u>David Richardson</u>	<u>c/o NDS Technologies Ltd., P.O. Box 23013</u> <u>Jerusalem 91235, Israel</u> <table><tr><td>Address</td><td>Israel and UK</td></tr><tr><td colspan="2">Nationality</td></tr></table>	Address	Israel and UK	Nationality	
Address	Israel and UK				
Nationality					
<u>Ezra Darshan</u>	<u>c/o NDS Technologies Ltd., P.O. Box 23013</u> <u>Jerusalem 91235, Israel</u> <table><tr><td>Address</td><td>Israel and UK</td></tr><tr><td colspan="2">Nationality</td></tr></table>	Address	Israel and UK	Nationality	
Address	Israel and UK				
Nationality					

ADDED PAGE TO ASSIGNMENT FOR SIGNATURE BY SUBSEQUENT INVENTORS

ASSIGNORS (Inventors):

<u>Ron Katz</u>	<u>c/o NDS Technologies Ltd., P.O. Box 23013</u>
<i>(type or print name of inventors)</i>	<u>Jerusalem 91235, Israel</u>
	<u>Address</u> <u>Israel and US</u>
	<u>Nationality</u>
<u>Yossi Tsuria</u>	<u>c/o NDS Technologies Ltd., P.O. Box 23013</u>
	<u>Jerusalem 91235, Israel</u>
	<u>Address</u> <u>Israeli</u>
	<u>Nationality</u>
<u>Sam Michelson</u>	<u>c/o NDS Technologies Ltd., P.O. Box 23013</u>
	<u>Jerusalem 91235, Israel</u>
	<u>Address</u> <u>Israel and US</u>
	<u>Nationality</u>
<u>Mika Krause</u>	<u>c/o NDS Technologies Ltd., P.O. Box 23013</u>
	<u>Jerusalem 91235, Israel</u>
	<u>Address</u> <u>Israeli</u>
	<u>Nationality</u>
<u>Steve Epstein</u>	<u>c/o NDS Technologies Ltd., P.O. Box 23013</u>
	<u>Jerusalem 91235, Israel</u>
	<u>Address</u> <u>Israel and US</u>
	<u>Nationality</u>

(Assignment of Invention—Multiple Inventors—Added Page) 16-3.2

(if assignment is by person or entity to whom invention was previously assigned
and this was recorded in PTO, add the following)

Recorded on _____

Reel _____

Frame _____

hereby sells, assigns and transfers to

ASSIGNEE

NDS LIMITED

(type or print name of ASSIGNEE)

One London Road, Staines, Middlesex TW18 4 EX

Address

Great Britain

British

Nationality

and the successors, assigns and legal representatives of the ASSIGNEE

(complete one of the following)

- ☒ the entire right, title and interest
☐ an undivided _____ percent (_____ %) interest
for the United States and its territorial possessions

(check the following box, if foreign rights are also to be assigned)

- ☐ and in all foreign countries, including all rights to claim priority,
in and to any and all improvements which are disclosed in the invention entitled:
ADVERTISEMENTS IN AN END-USER CONTROLLED PLAYBACK ENVIRONMENT

Name of inventor(s) Reuven Wachtfogel, Jonathan Maissel, Moshe Kranc, David Richardson,

Ezra Darshan, Ron Katz, Yossi Tsuria, Sam Michelson, Mika Krause, Steve Epstein, Moshe Shlissel,
Doron Handelman, Shlomo Kipnis, Chaim Shen-Orr

(check and complete (a), (b), (c), (d), (e), (f) or (g))

and which is found in (37 C.F.R. § 3.21)

- (a) ☐ U.S. patent application executed on even date herewith
(b) ☐ U.S. patent application executed on _____
(c) ☐ U.S. provisional application naming the above inventor(s) for the above-entitled invention.

☐ Express mail label no.: _____

Mailed: _____

- ☐ To comply with 37 C.F.R. 3.21 for recordal of this assignment, I, an ASSIGNOR
signing below, hereby authorize and request my attorney to insert below the
filing date and application number when they become known.

- (d) ☐ U.S. application no. _____
filed on _____

- (e) ☒ International application no. PCT/IL01 / 00035

- (f) ☐ U.S. patent no. _____ issued _____

☐ A change of address to which correspondence is to be sent regarding
patent maintenance fees is being sent separately.

(also check (g), if foreign application(s) is also being assigned)

(g) ☐ and any legal equivalent thereof in a foreign country, including the right to claim priority

and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, We have hereunto set hand and seal

WARNING: The date of signing must be the same as the date of execution of the application, if item (a) was checked above.

Reuven Wachtfogel

(type name of Assignor)

(X) [Signature]
Signature of ASSIGNOR

this (X) 22 Oct 2001
date of signing

Jonathan Maissel

(type name of Assignor)

(X) J D Maissel
Signature of ASSIGNOR

this (X) 21 Oct 2001
date of signing

Moshe Kranc

(type name of Assignor)

(X) Moshe Kranc
Signature of ASSIGNOR

this (X) 30 Oct 2001
date of signing

David Richardson

(type name of Assignor)

(X) [Signature]
Signature of ASSIGNOR

this (X) 21 Oct. 2001
date of signing

Ezra Darshan

(type name of Assignor)

(X) Ezra Darshan
Signature of ASSIGNOR

this (X) 17 October 2001
date of signing

Ron Katz

(type name of Assignor)

(X) Ron Katz
Signature of ASSIGNOR

this (X) 17-Oct-01
date of signing

Yossi Tsuria

(type name of Assignor)

(X) [Signature]
Signature of ASSIGNOR

this (X) 21/10/2001
date of signing

Sam Michelson

(type name of Assignor)

(X) [Signature]
Signature of ASSIGNOR

this (X) 24 October 2001
date of signing

Mika Krause

(type name of Assignor)

(X) Mika Krause
Signature of ASSIGNOR

this (X) 17 October 2001
date of signing

Steve Epstein

(type name of Assignor)

(X) [Signature]
Signature of ASSIGNOR

this (X) 22 Oct 2001
date of signing

Moshe Shlissel

(type name of Assignor)

(X) [Signature]
Signature of ASSIGNOR

this (X) 23 October 2001
date of signing

Doron Handelman
(type name of Assignor)

(X) 
Signature of ASSIGNOR

this (X) 23 Oct. 2001
date of signing

Shlomo Kipnis
(type name of Assignor)

(X) 
Signature of ASSIGNOR

this (X) Oct. 24, 2001
date of signing

Chaim Shen-Orr
(type name of Assignor)

(X) 
Signature of ASSIGNOR

this (X) 17 Oct. 2001
date of signing

(if ASSIGNOR is a legal entity, complete the following information)

*(type or print the name of the above person
authorized to sign on behalf of ASSIGNOR)*

Title

NOTE: *No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized then it will only be prima facie evidence of execution. 35 USC 261. Use next page if notarization is desired.*

[] Notarization or Legalization Page Added.