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

1. Name of conveying party(ies):

Scott R. Swix  
William R. Matz

12/21/01

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

2. Name and address of receiving party(ies)

Name: BellSouth Intellectual Property Corporation

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

Street Address: 824 Market Street

Suite 510

City: Wilmington State: DE Zip: 19801

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

3. Nature of conveyance:

- Assignment  Merger
- Security Agreement  Change of Name
- Other \_\_\_\_\_

Execution Date: \_\_\_\_\_

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

If this document is being filed together with a new application, the execution data of the application is: 12/21/01

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached?  Yes  No

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

Name: John S. Pratt, Esquire

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

Street Address: Kilpatrick Stockton LLP

1100 Peachtree Street, Suite 2800

City: Atlanta State: GA Zip: 30309-4530

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:

11-0855

(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.

Jeffrey S. Bernard  
Name of Person Signing

Jeffrey S. Bernard  
Signature

12/21/01  
Date

Total number of pages including cover sheet, attachments, and documents: 5

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

Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

01/14/2002 TDIAZ1

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J1046 U.S. PTO  
10/036677

12/21/01

**ASSIGNMENT**

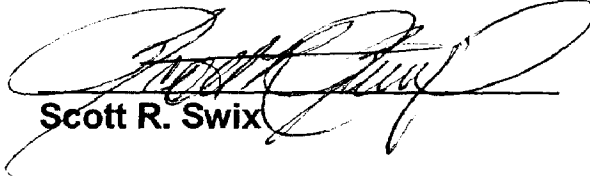
WHEREAS, I, **Scott R. Swix**, have invented certain improvements in **Method And System For Managing Timed Responses To A/V Events In Television Programming**, which is being filed with the U.S. Patent and Trademark Office herewith;

WHEREAS, **BellSouth Intellectual Property Corporation**, a corporation of the State of Delaware, U.S.A., having its principal place of business at 824 Market Street, Suite 510, Wilmington, Delaware 19801, desires to establish its ownership of all rights relating to this invention and patent application;

NOW, THEREFORE, in consideration of the sum of Five Dollars (\$5.00) and other good and valuable consideration paid by said **BellSouth Intellectual Property Corporation**, the receipt and sufficiency of which are hereby acknowledged, I have sold, assigned, transferred and conveyed and by these presents do hereby sell, assign, transfer and convey unto **BellSouth Intellectual Property Corporation**, in and for the United States and its territories and for foreign countries, the entire right, title and interest in and to said application, and to said U.S. Provisional Application, and to the invention therein set forth, and in and to any patent which may issue thereon, or claiming priority thereto, including any reissue, renewal, division, or continuation, in whole, or in part thereof, and I hereby bind myself, my heirs, legal representatives, administrators and assigns properly to execute without further consideration, any and all applications, petitions, oaths and assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment, transfer and conveyance hereby made or intended to be made.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this

19<sup>th</sup> day of December, 2001.

  
Scott R. Swix

State of Georgia }  
County of Fulton }

Then personally appeared the above named **Scott R. Swix**, who acknowledged the foregoing instrument to be his free act and deed, before me, this 19<sup>th</sup> day of December, 2001.

  
Notary Public



**ASSIGNMENT**

WHEREAS, I, **William R. Matz**, have invented certain improvements in **Method And System For Managing Timed Responses To A/V Events In Television Programming**, which is being filed with the U.S. Patent and Trademark Office herewith;

WHEREAS, **BellSouth Intellectual Property Corporation**, a corporation of the State of Delaware, U.S.A., having its principal place of business at 824 Market Street, Suite 510, Wilmington, Delaware 19801, desires to establish its ownership of all rights relating to this invention and patent application;

NOW, THEREFORE, in consideration of the sum of Five Dollars (\$5.00) and other good and valuable consideration paid by said **BellSouth Intellectual Property Corporation**, the receipt and sufficiency of which are hereby acknowledged, I have sold, assigned, transferred and conveyed and by these presents do hereby sell, assign, transfer and convey unto **BellSouth Intellectual Property Corporation**, in and for the United States and its territories and for foreign countries, the entire right, title and interest in and to said application, and to said U.S. Provisional Application, and to the invention therein set forth, and in and to any patent which may issue thereon, or claiming priority thereto, including any reissue, renewal, division, or continuation, in whole, or in part thereof, and I hereby bind myself, my heirs, legal representatives, administrators and assigns properly to execute without further consideration, any and all applications, petitions, oaths and assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment, transfer and conveyance hereby made or intended to be made.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this

19 day of December, 2001.

William R. Matz  
William R. Matz

State of Georgia }  
County of Fulton }

Then personally appeared the above named **William R. Matz**, who  
acknowledged the foregoing instrument to be his free act and deed, before me, this 19<sup>th</sup>  
day of December, 2001.

Kristin B. Norton  
Notary Public

Notary Public, Pike County, Georgia  
My Commission Expires March 30, 2004

36968.267873  
CLTLIB01:667912.2