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| Form PTO 1595 (Rev. 6-93) | RI | | 202144 202144 | | . Dept. of Co | |
| To the Commissioner for Pate | ents: Pleas | the a | Etached ori | ginal docum | ents or copy th | ereof. |
| 1. Name of conveying party NEVEKA DIMITROVA JOHN D. ZIMMERMAN RADU S. JASINSCHI Additional name(s) of convey Yes 3. Nature of conveyance: Assignment Security Agreement Other | Ving party(ies) No X Merg | | 2. | Name and ac Name: KONIN GROENEWOUDS 5621 BA, EI THE NETHERI | idress of receivantlike PHILIPS SEWEG 1 INDHOVEN LANDS name(s) & address | ving party(ies): ELECTRONICS N.V. ess(es) attached? |
| 4. Application number(s) or If this document is bein application, is A. Patent Application No. | patent number ag filed togeth b.(s) | er with a no | - " | Patent No.(s | | the No |
| 5. Name and address of part concerning document show | ild be mailed: | | 6. Total : involved | | oplications and | patents |
| Name: Philips Electronics North America Corp. Internal Address: Street Address: 580 White Plains Road City: Tarrytown State: NY Zip: 10591 | | | 7. Total fee (37 CFR 3.41)\$40.00 Enclosed X Authorized to Deposit Account 8. Deposit Account Number: 14-1270 (Attach duplicate copy of this page paying by deposit account) | | | |
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| | | DO NOT | USE THIS SP | ACE | | |
| 9. Statement and signature. To the best of my knowle copy is a true copy of t john F. Vodopia Name of Person Signing | dge apd belligt | Sument. | oing inform | ation is tru | Date | and any attached |

Mail documents to be recorded with required cover sheet information to: Commissioner for Patents

Total number of pages including cover sheet, attachments, and document:

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| To the Commissioner for Patents | 40192 | 5326 | Locuments or copy thereof. | | | | |
| 1. Name of conveying party(ies): | 10132 | 2. | Name and address of receiving party(ies) | | | | |
| NEVEKA DIMITROVA | 12/1/1/1 | 7/ | Name: KONINKLIJKE PHILIPS ELECTRONICS N.V | | | | |
| JOHN D. ZIMMERMAN | 311110 | // | GROENEWOUDSEWEG 1 | | | | |
| RADU S. JASINSCHI | <i>" </i> | | 5621 BA, BINDHOVEN | | | | |
| Additional name(s) of conveying pa | arty(ies) attached? | ĺ | OUL DES BESTOVEN | | | | |
| Yes No | × | | THE NETHERLANDS | | | | |
| | | { | Additional name(s) & address(es) attached | | | | |
| | | | | | | | |
| 3. Nature of conveyance: | \neg | | Yes No | | | | |
| Assignment | Merger | | | | | | |
| Security Agreement | Change of Terms | | x | | | | |
| Other | | | | | | | |
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| Execution Date: OCTOBER 17, 2003 | 1 | | | | | | |
| application, is A. Patent Application No.(s) | se together with a m | | cion, the execution date of the | | | | |
| NONE YET | Additional | l numbers a | ttached? Yes X No | | | | |
| 5. Name and address of party to concerning document should be | | | number of applications and patents | | | | |
| 1 | | involved | 1 | | | | |
| Name: Philips Electronics Nor | th America Corp. | involved | 1 1 | | | | |
| | th America Corp. | | 1 1 | | | | |
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SOLE/JOINT ASSIGNMENT

Docket No. US 010512

For good and valuable consideration, I, as a below-named Assignor, hereby sell, assign, and transfer the entire right, title, and interest in the following to Koninklijke Philips Electronics N.V., having a place of business at Groenewoudseweg 1, 5621 BA Eindhoven, NL, its successors, assigns, and legal representatives, including any nominees (collectively "the Assignee"):

| (1) | my/our | invention | relating | to | A SYSTEM | FOR AND | METHOD | OF S | SHOPPING | THROUGH |
|-----|----------------|------------|------------|-----|-----------|----------|---------------|------|----------|---------|
| TEL | EVISION | as describ | ed in the | U.S | S. patent | applicat | ion | | | |
| | | [X] exe | ecuted cor | cur | rently he | rewith, | | | | |

- (2) the foregoing application and all other U.S. and foreign patent applications based thereon, including divisions, continuations, reissues, and extensions, and
 - (3) all patents granted on these applications.

I will provide my cooperation to enable the Assignee to enjoy the foregoing right, title, and interest to the fullest extent. Upon request at the expense of the Assignee, I agree to execute all papers, take all rightful oaths, testify in all legal proceedings including patent prosecutional actions and infringement actions, and do all other such acts which may be necessary, desirable, or convenient for securing and maintaining patents on the foregoing invention or for perfecting title thereto in the Assignee. I authorize and request that these patents be issued to the Assignee.

I certify that I have the full right to convey the above rights.

| 10/17/2001 | (signature) | Nevenuo | Dinitrop | , Assignor |
|---------------------------------------|---------------------------------|---------------------------------|---|-------------------------|
| Date | Nevenka Dimitr | A | | |
| (2) (17 (20) | (signature) John D. Zimmer | man | | <u>, Assignor</u> |
| 10/17 2001 Date | (signature) Radu S. Jasins | Echi CVS | , Jan | , Assignor |
| State of New County of Wi | . 1 |) | | · |
| On this May | aptioned | | before me personal | |
| known to me to be tacknowledged to me | he person(s) whethat he/they ex | no executed the xecuted this as | foregoing assignm signment of his/th | ent and eir own free |
| will. ARLINE HA' Notary Public Sta | Y-OBRIEN | Notary Pu | 1 Huy -0' | Dhei |

Assignment Record Sheet

No. 01HA5076262 Qualified in Dutchess County

Commission Expires April 21, 1999

PATENT REEL: 012679 FRAME: 0330

US010512

| Form PTO 1595 RECORDATION FORM C (Rev. 6-93) PATENTS ONL | SHEET U.S. Dept. of Commerce Patent and Trademark Office | | | | | |
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| To the Commissioner for Patents: Please record the attached original documents or copy thereof. | | | | | | |
| 1. Name of conveying party(ies): NEVEKA DIMITROVA JOHN D. ZIMMERMAN RADU S. JASINSCHI Additional name(s) of conveying party(ies) attached? Yes No X | 2. Name and address of receiving party(ies): Name: KONINKLIJKE PHILIPS ELECTRONICS N.V. GROENEWOUDSEWEG 1 5621 BA, EINDHOVEN THE NETHERLANDS Additional name(s) & address(es) attached? | | | | | |
| 3. Nature of conveyance: Assignment Merger Security Agreement Change of Terms Other Execution Date: OCTOBER 17, 2001 | Yes No | | | | | |
| 4. Application number(s) or patent 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) B. Patent No.(s) 10/014,258 Additional numbers attached? Yes X No | | | | | | |
| Name and address of party to whom correspondence concerning document should be mailed: | 5. Total number of applications and patents involved: | | | | | |
| Name: Philips Electronics North America Corp. Internal Address: Street Address: 580 White Plains Road | 7. Total fee (37 CFR 3.41)\$40.00 Enclosed X Authorized to Deposit Account | | | | | |
| City: Tarrytown State: NY Zip: 10591 | 8. Deposit Account Number: 14-1270 (Attach duplicate copy of this page paying by deposit account) | | | | | |
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| 9. Statement and signature. To the best of my knowledge and belief, the folegoing information is true and correct and any attached copy is a true copy of the original accument. john F. Vodopia Name of Person Signing Signature Date | | | | | | |
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