

05-29-2002

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**SUBMISSION TYPE:** NEW ASSIGNMENT

**NATURE OF CONVEYANCE:** ASSIGNMENT OF ASSIGNOR'S INTEREST

**CONVEYING PARTY DATA**

**Name:** Agnoli, Giovanni M.

**Execution Date:** 04/17/2002

**Name:** Pirazzi, Christopher V.

**Execution Date:** 04/17/2002

**Name:** Chartock, Howard

**Execution Date:** 04/17/2002

**Name:** Chen, Steve

**Execution Date:** 04/17/2002

**Name:** Chomsky, Harry

**Execution Date:** 04/24/2002

**Name:** Lai, Angela C.

**Execution Date:** 04/17/2002

**Name:** Lindsey, Kerrick

**Execution Date:** 04/17/2002

**Name:** Pawson, David

**Execution Date:** 04/18/2002

**Name:** Shapiro, Jody

**Execution Date:** 04/18/2002

**Name:** Weaver, Daniel

**Execution Date:** 04/17/2002

5.23.02

**RECEIVING PARTY DATA**

**Name:** Generic Media, Inc.

**Street Address:** 4600 Bohannon Drive Suite 105

**Internal Address:**

**City:** Menlo Park

**State:** CALIFORNIA

**Country:**

**Postal Code:** 94025

40E

**PROPERTY NUMBERS**

**Application Number:** 10076090

**Number of Properties:** 1

The USPTO, Office of Public Records, will send correspondence via **U.S. Postal Service**

When the customer number has been provided, the Office of Public Records will obtain the correspondence data from the official record on file at the USPTO.

**CUSTOMER NUMBER:** 026111

**NAME OF PERSON SIGNING:** Michele Cimbala

**DATE SIGNED:** 05/14/2002

**Total Attachments:** 3

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source="1968.0040000tif3.tif "

# ASSIGNMENT

In consideration of the sum of One Dollar (\$1.00) or equivalent and other good and valuable consideration paid to each of the undersigned inventor(s): 1) Giovanni M. Agnoli, 2) Christopher V. Pirazzi, 3) Howard Chartock, 4) Steve Chen, 5) Harry Chomsky, 6) Angela C. Lai, 7) Kerrick Lindsey, 8) David Pawson, 9) Jody Shapiro, 10) Daniel Weaver, the undersigned inventor(s) hereby sell(s) and assign(s) to Generic Media, Inc. (the Assignee) his/her entire right, title and interest, including the right to sue for past infringement and to collect for all past, present and future damages:

*check applicable box(es)*

for the United States of America (as defined in 35 U.S.C. § 100),

and throughout the world,

(a) in the invention(s) known as System, Method, and Computer Program Product for Media Publishing Request Processing for which application(s) for patent in the United States of America has (have) been executed by the undersigned on 1) 4/17/02, 2) 4/17/02, 3) 4/17/02, 4) 4/17/02, 5) 4/24/02, 6) 4/17/02, 7) 4/17/02, 8) 4/18/02, 9) 4/18/02 and 10) 4/17/02 (also known as United States Application No. 10/076,090, filed February 15, 2002), in any and all applications thereon, in any and all Letters Patent(s) therefor, and

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4/29/02

(b) in any and all applications that claim the benefit of the patent application listed above in part (a), including continuing applications, reissues, extensions, renewals and reexaminations of the patent application or Letters Patent therefor listed above in part (a), to the full extent of the term or terms for which Letters Patents issue, and

(c) in any and all inventions described in the patent application listed above in part (a), and in any and all forms of intellectual and industrial property protection derivable from such patent application, and that are derivable from any and all continuing applications, reissues, extensions, renewals and reexaminations of such patent application, including, without limitation, patents, applications, utility models, inventor's certificates, and designs together with the right to file applications therefor; and including the right to claim the same priority rights from any previously filed applications under the International Agreement for the Protection of Industrial Property, or any other international agreement, or the domestic laws of the country in which any such application is filed, as may be applicable;

all such rights, title and interest to be held and enjoyed by the above-named Assignee, its successors, legal representatives and assigns to the same extent as all such rights, title and interest would have been held and enjoyed by the Assignor had this assignment and sale not been made.

The undersigned inventor(s) agree(s) to execute all papers necessary in connection with the application(s) and any continuing (continuation, divisional, or continuation-in-part), reissue, reexamination or corresponding application(s) thereof and also to execute separate assignments in connection with such application(s) as the Assignee may deem necessary or expedient.

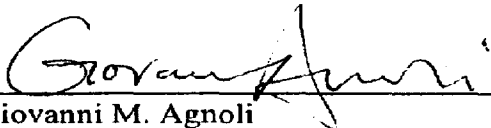
The undersigned inventor(s) agree(s) to execute all papers necessary in connection with any interference or patent enforcement action (judicial or otherwise) related to the application(s) or any


continuing (continuation, divisional, or continuation-in-part), reissue or reexamination application(s) thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference or patent enforcement action.


The undersigned inventor(s) hereby represent(s) that he/she has full right to convey the entire interest herein assigned, and that he/she has not executed, and will not execute, any agreement in conflict therewith.

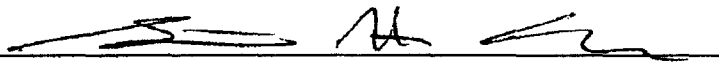
The undersigned inventor(s) hereby grant(s) Robert Greene Sterne, Esquire, Registration No. 28,912; Edward J. Kessler, Esquire, Registration No. 25,688; Jorge A. Goldstein, Esquire, Registration No. 29,021; David K.S. Cornwell, Esquire, Registration No. 31,944; Robert W. Esmond, Esquire, Registration No. 32,893; Tracy-Gene G. Durkin, Esquire, Registration No. 32,831; Michele A. Cimbala Esquire, Registration No. 33,851; Michael B. Ray, Esquire, Registration No. 33,997; Robert E. Sokohl Esquire, Registration No. 36,013; Eric K. Steffe, Esquire, Registration No. 36,688; Michael Q. Lee Esquire, Registration No. 35,239; Steven R. Ludwig, Esquire, Registration No. 36,203; John M. Covert Esquire, Registration No. 38,759; Linda E. Alcorn, Esquire, Registration No. 39,588; Lawrence B. Bugaisky, Esquire, Registration No. 35,086; Donald J. Featherstone, Esquire, Registration No. 33,876 and Robert C. Millonig, Esquire, Registration No. 34,395, all of STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C., 1100 New York Avenue, N.W., Suite 600, Washington, D.C. 20005-3934, power to insert in this assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.


IN WITNESS WHEREOF, executed by the undersigned inventor(s) on the date opposite his/her name.


Date: 4/17/02 Signature of Inventor:   
Giovanni M. Agnoli


Date: 4/17/02 Signature of Inventor:   
Christopher V. Pirazzi

Date: 4/17/02 Signature of Inventor:   
Howard Chartock

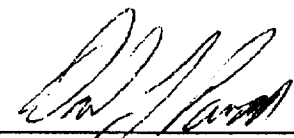
Date: 4/17/02 Signature of Inventor:   
Steve Chen

Date: 4/24/02 Signature of Inventor:   
Harry Chomsky

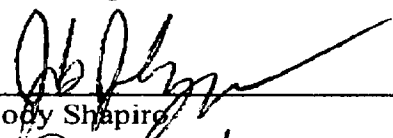
Date: 4/17/2002 Signature of Inventor:   
Angela C. Lai

Date: 4/17/2002 Signature of Inventor:   
Kerrick Lindsey

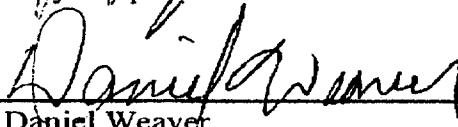
Date: 18 April 2002

Signature of Inventor:   
David Pawson

Date: 4/18/02

Signature of Inventor:   
Jody Shapiro

Date: 17 APR 02

Signature of Inventor:   
Daniel Weaver



Robert Greene Sterne  
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Jorge A. Goldstein  
David K.S. Cornwell  
Robert W. Esmond  
Tracy-Gene G. Durkin  
Michele A. Cimbala  
Michael B. Ray  
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Michael Q. Lee  
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John M. Covert  
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\*Admitted only in Maryland  
\*Admitted only in Virginia  
\*Admitted only in Texas

May 23, 2002

WRITER'S DIRECT NUMBER:  
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INTERNET ADDRESS:  
MCIMBALA@SKGF.COM

Commissioner for Patents  
Washington, D.C. 20231

Art Unit: 2152

Re: U.S. Utility Patent Application  
Appl. No. 10/076,090; Filed: February 15, 2002  
For: **System, Method, and Computer Program Product for Media  
Publishing Request Processing**  
Inventor(s): 1968.0040000

Sir:

Transmitted herewith for appropriate action are the following documents:

- 1. SKGF Transmittal Cover Letter;
- 2. Permission to Debit Deposit Account;
- 3. Copy of Non-Recordation of Document; and
- 4. One (1) returned postcard

It is respectfully requested that the attached postcard be stamped with the date of filing of these documents, and that it be returned to our courier. In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Michele A. Cimbala  
Attorney for Applicants  
Registration No. 33,851

05/28/2002 LMUELLER 00000158 190036 10076090  
01 FC:581 40.00 CH

Enclosures

SKGF\_DCI16908.1



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Agnoli *et al.*

Appl. No. 10/076,090

Filed: February 15, 2002

For: **System, Method, and Computer  
Program Product for Media  
Publishing Request Project**

Confirmation No. 8666

Art Unit: 2152

Examiner: To Be Assigned

Atty. Docket: 1968.0040000

### Permission to Debit Deposit Account

Director for Patents and Trademarks  
Washington, D.C. 20231

#### ***Box Assignment***

Sir:

In reply to the "Notice of Non-Recordation of Document" mailed May 15, 2002, Applicants submit the following. Applicants electronically filed an assignment on May 14, 2002, and inadvertently provided an incorrect deposit account number. The correct account number to which to charge the assignment recordation fee is **19-0036**.

A copy of the "Notice of Non-Recordation of Document" and all its attachments are enclosed herewith. Applicants request that the fee for recording the attached assignment, and any other petition or extension of time fees necessary for the same, be charged to our Deposit Account No. 19-0036.

It is respectfully believed that Applicants have now complied with all the requirements for recordation of the attached assignment document. Early notification of the same is respectfully requested.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Michele A. Cimbala  
Attorney for Applicants  
Registration No. 33,851

Date: May 23, 2002

1100 New York Avenue, N.W.  
Suite 600  
Washington, D.C. 20005-3934  
(202) 371-2600



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Patent and Trademark Office**  
 ASSISTANT SECRETARY AND COMMISSIONER  
 OF PATENTS AND TRADEMARKS  
 Washington, D.C. 20231

MAY 15, 2002

STERNE, KESSLER, GOLDSTEIN & F  
 1100 NEW YORK AVENUE, N.W., SUITE 600  
 WASHINGTON, DC 20005-3934



\*800002269A\*

UNITED STATES PATENT AND TRADEMARK OFFICE  
 NOTICE OF NON-RECORDATION OF DOCUMENT

DOCUMENT ID NO.: 800002269

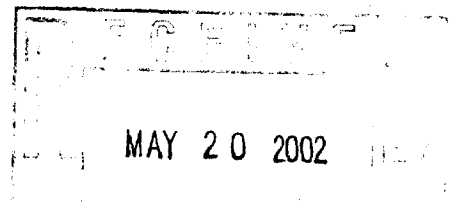
THE ENCLOSED DOCUMENT HAS BEEN EXAMINED AND FOUND NON-RECORDABLE BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. THE REASON(S) FOR NON-RECORDATION ARE STATED BELOW. DOCUMENTS BEING RESUBMITTED FOR RECORDATION MUST BE ACCOMPANIED BY A NEW COVER SHEET REFLECTING THE CORRECT INFORMATION TO BE RECORDED AND THE DOCUMENT ID NUMBER REFERENCED ABOVE.

THE ORIGINAL DATE OF FILING OF THIS ASSIGNMENT DOCUMENT WILL BE MAINTAINED IF RESUBMITTED WITH THE APPROPRIATE CORRECTION(S) WITHIN 30 DAYS FROM THE DATE OF THIS NOTICE AS OUTLINED UNDER 37 CFR 3.51. THE RESUBMITTED DOCUMENT MUST INCLUDE A STAMP WITH THE OFFICIAL DATE OF RECEIPT UNDER 37 CFR 3. APPLICANTS MAY USE THE CERTIFIED PROCEDURES UNDER 37 CFR 1.8 OR 1.10 FOR RESUBMISSION OF THE RETURNED PAPERS, IF THEY DESIRE TO HAVE THE BENEFIT OF THE DATE OF DEPOSIT IN THE UNITED STATES POSTAL SERVICE.

SEND DOCUMENTS TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231. IF YOU HAVE ANY QUESTIONS REGARDING THIS NOTICE, YOU MAY CONTACT THE INDIVIDUAL WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723.

1. A FEE WAS NOT SUBMITTED WITH THIS DOCUMENT. AUTHORIZATION TO CHARGE WAS NOT GRANTED. THE REQUIRED FEE IS \$40 .

ANTIONE ROYALL, EXAMINER  
 ASSIGNMENT DIVISION  
 OFFICE OF PUBLIC RECORDS



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 EWY

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File Assignment June 14, 2002