

RECC

06-12-2002



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

1. Name of conveying party:

1) CHRISTOPHER R. NEWCOMBE
2)
3)
4)
5) 5-28-02
6)

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party:

Name: APPLIED MICROSYSTEMS CORPORATION

Internal Address: _____

Street Address: 5020 148TH AVENUE NORTHEAST

City: REDMOND State WA

Zip: 98052

Additional names & addresses attached? Yes No

3. Nature of conveyance:

Assignment Merger

Security Agreement Change of Name

Other _____

Execution Dates:

1) MAY 24, 2002 4) _____
2) _____ 5) _____
3) _____ 6) _____

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

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

A. Patent Application No(s).

09/998,901

Additional numbers attached? Yes No

B. Patent No(s).

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

Name: Seed Intellectual Property Law Group PLLC

Internal Address: ELLEN M. BIERMAN

Street Address: 701 Fifth Avenue, Suite 6300

City: Seattle State: WA ZIP: 98104-7092

6. Total number of applications and patents involved..... 1

7. Total Fee (37 CFR 3.41): \$40

Enclosed

Authorized to be charged to deposit account

8. Deposit account number: _____

19-1090

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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.

ELLEN M. BIERMAN Ellen M. Bierman 5/28/02
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 3

ASSIGNMENT

WHEREAS, I, Christopher R. Newcombe (hereinafter referred to as ASSIGNOR), having a mailing address of 14129 128th Avenue Northeast, Kirkland, Washington 98034, am a listed inventor of an invention entitled "METHOD AND SYSTEM FOR DYNAMICALLY INCORPORATING ADVERTISING CONTENT INTO MULTIMEDIA ENVIRONMENTS," as described and claimed in the specification for which an application for United States letters patent was filed on November, 2001, under our Attorney Docket No. 120073.424.

WHEREAS, Applied Microsystems Corporation (hereinafter referred to as ASSIGNEE), a corporation of the State of Washington having a place of business at 5020 148th Avenue Northeast, Redmond, Washington 98052, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this assignment, transfer and sale not been made. ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters

patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

5/24/02

C. R. Newcombe

Date

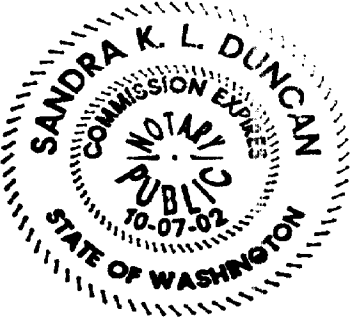
Christopher R. Newcombe

State of Washington)

County of King)

ss.

I certify that I know or have satisfactory evidence that Christopher R. Newcombe is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated May 24, 2002

Signature of Notary Public Sandra K. L. Duncan

Printed Name Sandra K. L. Duncan

My appointment expires 10-7-02

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(120073.424)