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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

102146001

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

1. Name of conveying party(ies):

William R. Matz

06/20/02

2. Name and address of receiving party(ies):

BellSouth Intellectual Property Corporation
824 Market Street, Suite 901
Wilmington, DE 19801

JC986 U.S. PTO
10/177561
06/20/02

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other:
- Merger
- Change of Name

Execution Date: June 18, 2002

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: June 17, 2002

A. Patent Application No.(s)

B. Patent No.(s)

10/177561

Additional numbers attached? Yes No

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

Name: Damon A. Rieth
Address: Merchant & Gould P.C.
P.O. Box 2903
Minneapolis, MN 55402-0903



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. Please charge any additional fees or credit any overpayments to our Deposit account number: 13-2725

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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.

Damon A. Rieth

Name of Person Signing

Signature

June 20, 2002

Date

Total number of pages including cover sheet, attachments, and document: 4

Do not detach this portion

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

Box Assignments
Director - U.S. Patent and Trademark Office
Washington, D.C. 20231

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07/05/2002 LMUELLER 00000179 10177561

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40.00 DP

PATENT
REEL: 013048 FRAME: 0973

ASSIGNMENT

WHEREAS, William R. Matz, residing at 120 Parc du Chateau, Atlanta, Georgia 30327, is the inventor of an invention entitled "SYSTEM AND METHOD FOR PROVIDING SUBSTITUTE CONTENT IN PLACE OF BLOCKED CONTENT," as described and claimed in the specification forming part of an application for United States letters patent executed herewith.

AND WHEREAS, BellSouth Intellectual Property Corporation, a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at Suite 901, 824 Market Street, Wilmington, Delaware 19801 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, I have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the application, all divisions, continuations, or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the Assignee, its successors and assigns.

AND, for the consideration aforesaid, I do hereby agree that my executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to me relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore I covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by me and that full right to convey the same as herein expressed is possessed by me.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 18 day of June, 2002.

William R. Matz
William R. Matz

STATE OF Georgia)
COUNTY OF Fulton) ss.

On this 18th day of June, 2002, before me personally appeared William R. Matz, to me known and known to me to be the person described in and who executed the foregoing instrument, and she duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

[SEAL]

Michelle Dym Russ
Notary Public

Notary Public, DeKalb County, Georgia.
My Commission Expires Jan. 25, 2003.

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Michelle Lynn Rivers
Notary Public

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