

04-02-2003

In place of Form PTO-1595

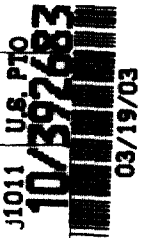
Docket No. AUS920020723US1

R



102407286

3-19-03



To the Assistant Commissioner for Patents: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies):</p> <p>(1) Craig William Fellenstein (2) Doreen Lynn Galli (3) Rick Allen Hamilton II (4) James Wesley Seaman</p> <p>Additional name(s) of conveying party(ies) attached? Yes <u>x</u> No</p>	<p>Execution Date:</p> <p><u>3-13-03</u> <u>3-09-03</u> <u>3-06-03</u> <u>3-06-03</u></p>
<p>2. Name and address of receiving party(ies):</p> <p>International Business Machines Corporation New Orchard Road Armonk, New York 10504</p>	<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p>

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

(1) 3-13-03 (2) 3-09-03 (3) 3-06-03 (4) 3-06-03

A. Patent Application No.(s) 10392683 B. Patent No.(s) _____

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

David A. Mims, Jr.
IBM Corporation
Intellectual Property Law
11400 Burnet Road
Austin, TX 78758
(512) 823-0950

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:

09-0447

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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.

David A. Mims, Jr.
Name of Person Signing

David Mims Jr.
Signature

3/17/03
Date

04/01/2003 6TON11 00000179 090447 10392683
01 FC:0021 40.00 CH

Total number of pages including cover sheet: 9

AUS920020723US1

ASSIGNMENT

Whereas, we,

(1) Craig William Fellenstein City of Brookfield
County of Fairfield and State of Connecticut

and
(2) Doreen Lynn Galli City of Smyrna
County of Cobb and State of Georgia

and
(3) Rick Allen Hamilton II City of Charlottesville
County of Albemarle and State of Virginia

And
(4) James Wesley Seaman City of Falls Church
County of Fairfax and State of Virginia

have invented certain improvement in

Apparatus and Method for Television Viewer Interest Expression in Advertiser Goods and Services

and executed a United States patent application therefore on
(Date Inventor Signed Declaration) (1) 13 March, 2003; and (2) _____, 2003;
and (3) _____, 2003; and (4) _____, 2003.

Whereas, INTERNATIONAL BUSINESS MACHINES CORPORATION, a corporation of New York, having a place of business at Armonk, New York 10504, (hereinafter called IBM), desires to acquire the entire right, title and interest in the said application and invention, and to any United States and foreign patents to be obtained therefor;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, I, the above named, hereby sell, assign, and transfer to IBM, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for the United States and foreign countries, and all rights of priority resulting from the filing of said United States application, and I request the Commissioner of Patents to issue any Letters Patent granted upon the invention set forth in said application to IBM, its successors and assigns; and I hereby agree that IBM may apply for foreign Letters Patent on said invention and I will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by IBM.

(1) Signed at Brookfield, CT on 13 March, 2003.


Craig William Fellenstein

AUS920020723US1

(2) Signed at _____ on _____, 2003.

Doreen Lynn Galli

(3) Signed at _____ on _____, 2003.

Rick Allen Hamilton II

(4) Signed at _____ on _____, 2003.

James Wesley Seaman

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(Date Inventor Signed Declaration) (1) _____, 2003; and (2) March 9, 2003;
and (3) _____, 2003; and (4) _____, 2003.

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(1) Signed at _____ on _____, 2003.

Craig William Fellenstein

(2) Signed at Smyrna GA on March 9, 2003.

Doreen Lynn Galli
Doreen Lynn Galli

(3) Signed at _____ on _____, 2003.

Rick Allen Hamilton II

(4) Signed at _____ on _____, 2003.

James Wesley Seaman

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(Date Inventor Signed Declaration) (1) _____, 2003; and (2) _____, 2003;
and (3) March 6th, 2003; and (4) _____, 2003.

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(1) Signed at _____ on _____, 2003.

Craig William Fellenstein

(2) Signed at _____ on _____, 2003.

Doreen Lynn Galli

(3) Signed at Charlottesville, VA on March 6th, 2003.


Rick Allen Hamilton II

(4) Signed at _____ on _____, 2003.

James Wesley Seaman

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Craig William Fellenstein

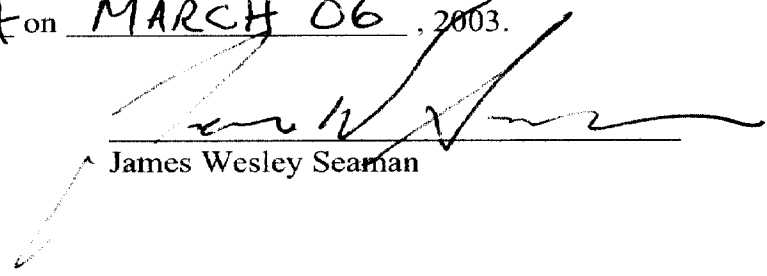
(2) Signed at _____ on _____, 2003.

Doreen Lynn Galli

(3) Signed at _____ on _____, 2003.

Rick Allen Hamilton II

(4) Signed at Falls Church, VA on MARCH 06, 2003.



James Wesley Seaman