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06-19-2003

VER SHEET



102478262

Attorney Docket Number: 90767-4100

TO THE HONORABLE COMMISSIONER

PATENTS AND TRADEMARKS

Box Assignments

P.O. Box 1450

Alexandria, Virginia 22313-1450

Please record the attached original documents or copy thereof.

6-11-03

1. Name of conveying party:

Lynda McKay

(executed on 4/14/03)

2. Name and address of receiving parties:

MEDIA NETWORKS, INC.

One Station Place

Stamford, Connecticut 06902

Additional names attached? ☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other:

4. Application numbers or patent numbers: 10/403,664 filed March 31, 2003

If this document is being filed with a new application, the execution date of the application is: _____

A. Patent Application No.

B. Patent No.

Additional numbers attached? ☐ Yes ☒ No

5. Mail correspondence to:

WINSTON & STRAWN
CUSTOMER NO. 28765

6. Number of applications

and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

Please charge deposit account listed in Section 8.

8. Deposit account number: 501-814

DO NOT USE THIS SPACE

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.

Allan A. Fanucci, Reg. No. 30,256

Name of Person Signing

Signature

Date

6/11/03

06/18/2003 6TON11 00000197 501814 10403664

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Total number of pages including cover sheet:

3

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

Commissioner of Patents & Trademarks, Box Assignments

P.O. Box 1450, Alexandria, Virginia 22313-1450

ASSIGNMENT

WHEREAS, I,

Lynda McKay a citizen of the United States of America, residing at
23 Longefellow Street, Shelton, Connecticut 06484.

is the inventor of the invention in: **METHOD FOR IDENTIFYING ADVERTISING FORMS FOR INSERTION INTO PUBLICATIONS**, for which I have executed an application for a Patent of the United States on March 31, 2003 and

☒ which is identified by docket No. 90767-4100

and WHEREAS, Media Networks, Inc., a Delaware corporation having a place of business at One Station Place, Stamford, CT 06902, ASSIGNEE is desirous of obtaining my entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the said ASSIGNOR, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, my entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof;

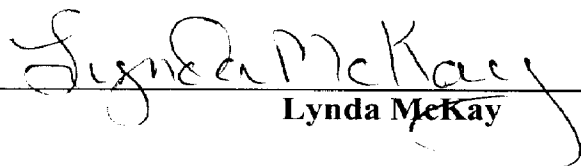
AND I HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument;

AND I HEREBY covenant and agree that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith;

AND I HEREBY further covenant and agree that I will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, and reissue applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal the day and year set opposite my signature.

Date 4-14-03, 2003


Lynda McKay

On April 14, 2003, before me, VERONICA M. HARPER
Witness, appeared **Lynda McKay**, to me known and known to me to be the person of that
name, who signed the foregoing instrument, and acknowledged the same to be his/her free act
and deed.

Date 4-14-03, 2003 Lynda M. McKay _____
Witness

My Commission Exp. Feb. 28, 2007