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U.S. DEPARTMENT OF COMMERCE
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102503039

To the Honorable Commissioner of Patents and Trademarks

1. Name of conveying party(ies):
Barry Jay Weber and Kerry Wayne Calvert

2. Name and address of receiving party(ies):
Name: **THOMSON Licensing S.A.**
Internal Address:

Additional name(s) of conveying party(ies) attached: ☒ No

Street Address: **46, quai Alphonse le Gallo
92648 Boulogne Cedex, France**

3. Nature of conveyance:
☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: **September 21, 2001**

Additional name(s) & address(es) attached? ☐

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: **September 21, 2001**

A. Patent Application No.(s):

B. Patent No.(s) ----

Additional numbers attached? ☐

☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: **JOSEPH S. TRIPOLI**
Internal Address: **THOMSON multimedia Licensing Inc.
PATENT OPERATIONS**

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:
07-0832

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PATENT
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ASSIGNMENT AND AGREEMENT

I hereby declare that I am the sole inventor (if only one inventor is named below) or one of 2 joint inventors
(if plural inventors are named below) of the inventions relating to INTERNET MULTIMEDIA ADVERTISEMENT

INSERTION SYSTEM SELECTION ARCHITECTURE

and described in Docket No. PU000108 and the thereupon-based International (Patent Cooperation Treaty) Application for patent about to be filed or lately filed by said corporation naming me/us as inventor(s).

For valuable consideration received, I hereby sell, assign and transfer to THOMSON LICENSING S.A., a corporation duly organized and existing under the laws of France, its successors, and assigns my entire right, title and interest, for all countries in and to said inventions and application, and all the rights and privileges under any and all Patents that may be granted therefor, and any divisions, continuations, reissues and extensions thereof.

I agree that, when requested, I will, without charge to said corporation but at its expense, sign all papers, take all rightful oaths, make all rightful declarations and do all acts which may be necessary, desirable or convenient for securing and maintaining patents or other forms of protection for said inventions in any and all countries and for vesting title thereto in said corporation, its successors, assigns or nominees.

I agree that I will communicate to said corporation or its representatives any facts known to me respecting said inventions and when requested by said corporation and at its expense will testify in any legal proceedings, and generally do everything possible to aid said corporation, its successors, assigns and legal representatives or nominees, to obtain or enforce proper protection for said inventions in any and all countries.

I authorize and empower said corporation, its successors, assigns or nominees, to make application for patent or other form of protection for said inventions in its or their own name, or in my/our name, in any and all countries and to invoke and claim for any application for patent or other form of protection for said inventions filed by it or them, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from me.

I hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document which may be required in any country for any purpose and more particularly in proof of the right of the said corporation or its successors, assigns or nominees to apply for patent or other proper protection for said inventions, and to claim the aforesaid benefits of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it.

I covenant with THOMSON LICENSING S.A., its successors, assigns, legal representatives, and nominees, that to the best of my knowledge the right, title and interest herein conveyed by me are free and clear of any encumbrance, and that I have full right to convey the same as herein expressed.

Signed at	<u>Indianapolis, Indiana USA</u>	Date	<u>9/21/2001</u>
Inventor (1)	<u>BARRY JAY WEBER</u> (Type or Print)	<u>[Signature]</u> (Signature in Full. No initials.)	
Post Office Address	<u>12979 Camborne Drive, Carmel, Indiana 46033 USA</u>		
1st Witness	<u>WILLIAM ADAMSON LAGONI</u> (Type or Print)	<u>[Signature]</u> (Signature in Full. No initials.)	
2nd Witness	<u>Charise Antoinette Downs</u> (Type or Print)	<u>[Signature]</u> (Signature in Full. No initials.)	
Signed at	<u>Indianapolis, Indiana USA</u>	Date	<u>9/21/2001</u>
Inventor (2)	<u>KERRY WAYNE CALVERT</u> (Type or Print)	<u>[Signature]</u> (Signature in Full. No initials.)	
Post Office Address	<u>8354 Twin Pointe Circle, Indianapolis, Indiana 46235 USA</u>		
1st Witness	<u>WILLIAM ADAMSON LAGONI</u> (Type or Print)	<u>[Signature]</u> (Signature in Full. No initials.)	
2nd Witness	<u>Charise Antoinette Downs</u> (Type or Print)	<u>[Signature]</u> (Signature in Full. No initials.)	
Signed at	_____	Date	_____
Inventor (3)	_____ (Type or Print)	_____ (Signature in Full. No initials.)	
Post Office Address	_____		
1st Witness	_____ (Type or Print)	_____ (Signature in Full. No initials.)	
2nd Witness	_____ (Type or Print)	_____ (Signature in Full. No initials.)	

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