



Form PTO-1595
(Rev. 03/01) 10/16/03 R
OMB No. 0651-0027 (exp. 5/31/2002)

10-23-2003



102582543

U.S. Department of Commerce
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trade

thereof.

1. Name of conveying party(ies):
Generic Media, Inc.

Additional name(s) of conveying party(ies) attached? ☐ yes ☒ no

2. Name and address of receiving party(ies):
Name: **Credit Managers Association of California
d/b/a CMA Business Credit Services**

Street Address: **40 East Verdugo Avenue**

City: **Burbank** State: **CA** Zip Code: **91502**

Country: **United States**

Additional name(s) & address(es) attached? ☐ yes ☒ no

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

Execution Date: **09/19/2003**

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 _____

A. Patent Application No(s). 10/465,805 B. Patent No(s).

Additional numbers attached? ☐ yes ☒ no

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

Name: **Sterne, Kessler, Goldstein & Fox P.L.L.C.**

Internal Address: **c/o Thomas C. Fiala**

Street Address: **1100 New York Ave., N.W.**

City: **Washington** State: **D.C.** Zip Code: **20005-3934**

6. Total number of applications and patents involved: 1

7. Total fee (37 C.F.R. § 3.41).....\$ 40.00

☐ Enclosed
☒ Charge: PTO-2038 Credit Card Form Enclosed
☐ Authorized to be charged to Deposit Account

8. Deposit Account Number:

19-0036

(Attach duplicate copy of this page if paying by deposit account)

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.

Thomas C. Fiala [Signature] 10/16/03
Name of Person Signing Signature Date
Registration No. 43,610

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

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks, Box Assignments
Washington, D.C. 20231

SKGF_DC1:189090.1

10/20/2003 EEKURAY1 100000009 10465805 120.00.00 01 FC:8021

ASSIGNMENT

WHEREAS Generic Media, Inc., a California corporation, having a mailing address at P.O. Box 2020, Mountain View, CA 94042, who is hereinafter called "Assignor" owns certain inventions or discoveries (or both) including those set forth in patents and patent applications throughout the world, entitled:

U.S. Patent 6,407,680: Distributed on-demand media transcoding system and method;

U.S. Patent 6,593,860, continuation of 6,407,680 patent;

U.S. pending patent application number 10/465,805, continuation of 6,593,860 patent;

WO 02/052730, PCT equivalent to 6,407,68 patent, International application number PCT/US01/48850;

U.S. pending patent application number 09/986,683: System, Method and Computer Program Product for Remotely Determining the Configuration of a Multi-Media Content User; and

U.S. pending patent application number 10/076,090: System, Method and Computer Program Product for Media Publishing Request Processing Generic Media Publishing Service product line source code, documentation, and product information;

and further including documentation relating to any versions of Generic Media Software including versions 3.0 and earlier, and all inventions contained within any release or version of Generic Media Software including versions 3.0 and earlier;

and further including any and all tangible and intangible rights to inventions and/or discoveries that are or may be embodied in patents, designs, utility models and other industrial property, and all registrations, initial applications, renewals, extensions, continuations in whole or in part, divisions, reissues, or foreign counterpart thereof now or hereafter in force related to any of the foregoing (including any rights in any of the foregoing).

WHEREAS, Credit Managers Association of California, d/b/a CMA Business Credit Services, a California Mutual Benefit Corporation, having an office at 40 East Verdugo Avenue, Burbank, CA 91502, as assignee for the benefit of creditors of Generic Media, Inc., and who, together with its successors and assigns is hereinafter called "Assignee", is desirous of acquiring the entire right, title and interest together with the benefits and privileges hereinafter recited;

NOW, THEREFORE, for valuable consideration furnished by Assignee to Assignor, receipt and sufficiency of which Assignor hereby acknowledges, effective as of the date this document is executed, hereby, without reservation;

1. Assign, transfer and convey to Assignee the entire right, title and interest together with the benefits and privileges in and to said inventions and discoveries, said Letters Patent and Applications for Letters Patent or similar forms of protection of the United States of America, and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation and convention

applications based in whole or in part upon said inventions or discoveries, or upon said application, and any and all Letters Patent, reissues and extensions of Letters Patent or similar forms of protection granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;

2. Authorize Assignee to file patent applications in any or all countries or groups of countries on any or all of said inventions and discoveries in Assignor's name or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or any other relevant convention or treaty or otherwise;

3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as assignee of the entire right, title and interest therein, or otherwise as Assignee may direct;

4. Warrant that Assignor has not knowingly conveyed to others any rights in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that Assignor has good right to assign the same to Assignee without encumbrance;

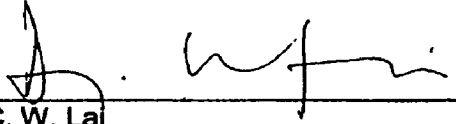
5. Bind Assignor's heirs, legal representatives and assigns, as well as Assignor, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to Assignor or Assignee, all acts reasonable serving to assure that said inventions and discoveries, said patent applications and said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by Assignor, Assignor's heirs, legal representatives and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to Assignor relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in Assignor's control or in the control of Assignor's heirs, legal representatives or assigns which may be useful for establishing any facts of Assignor's conceptions, disclosures, and reduction to practice of said inventions or discoveries.

6. Assignor hereby authorizes the Assistant Commissioner for Patent to record this Agreement.

IN WITNESS WHEREOF

Date Sept. 19, 2003

Generic Media, Inc.

A handwritten signature in black ink, appearing to read 'A. W. Lai', is written over a horizontal line.

Angela C. W. Lai
Title: CEO

Gray Cary\EM\7149183.2
2500803-900101

RECORDED: 10/16/2003

PATENT
REEL: 014598 FRAME: 0909