



10-23-2003

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PATENTS ONLY

Form PTO-1595

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

U.S. Department of Commerce

Patent and Trademark Office

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

## 1. Name of conveying party(ies):

**Credit Managers Association of California  
d/b/a CMA Business Credit Services**Additional name(s) of conveying party(ies) attached? ☐ yes ☒ no

## 3. Nature of Conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

Execution Date: 09/30/2003

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

Name: **Sony Corporation**Street Address: **6-7-35, Kitashinagawa  
Shinagawa-ku**

City: Tokyo State: Zip Code:

Country: Japan

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

## 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). 09/986,683

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: 17. 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)

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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.*Thomas C. Fiala

Name of Person Signing

Registration No. 43,610

  
Signature10/16/03  
DateTotal 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

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**PATENT**  
**REEL: 014633 FRAME: 0296**

## ASSIGNMENT

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., who is hereafter 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, Sony Corporation, a corporation in the country of Japan, having an office at 6-7-35, Kitashinagawa, Shinagawa-ku, Tokyo, 141-0001 Japan, 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.

09/19/03

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CMAC → 650 833 2001

NO.153

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Credit Managers Association of California, d/b/a  
CMA Business Credit Services, as assignee for  
the benefit of creditors of Generic Media, Inc.  
("CMA")

IN WITNESS WHEREOF

Date Sept 30, 2003



Name:

Title: ROBERT J. HODER, SECRETARY

Gray Cary/EMV149182.2  
2300803-900701

09/19/2003 FRI 14:52 [TX/RX NO 9813] 007

RECORDED: 10/16/2003

PATENT  
REEL: 014633 FRAME: 0299