

In place of Form PTO-1595

Docket No. AUS920040046US1

RECORDATION FORM COVER SHEET
PATENTS

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) Blaine H. Dolph</p> <p>Additional name(s) of conveying party(ies) attached? Yes <input checked="" type="checkbox"/> No</p>	<p>Execution Date:</p> <p><u>March 15, 2004</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</p> <p><input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name</p> <p><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) _____ (2) _____ (3) _____ (4) _____ (5) _____

A. Patent Application No.(s) 10/803,631 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.

PATSY SPEARS
Name of Person Signing

Patsy Spears
Signature

05/24/2004
Date

Total number of pages including cover sheet: 2

CH \$40.00 090447 10803631

AUS920040046US1

ASSIGNMENT

Whereas, I,

(1) Blaine H. Dolph
County of Cook

City of Western Springs
and State of Illinois

have invented certain improvement in


Targeted Marketing Overlays for Digital Video Recorders

and executed a United States patent application therefore on
(Date Inventor Signed Declaration) (1) March 15th, 2004.

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 therefore;

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 Chicago, IL on March 15th, 2004.


Blaine H. Dolph