

11-14-2003

FORM PTO-1595  
(Modified)

11-5-03

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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

102601140

To the Director of the United States Patent and Trademark Office: Please record the attached original documents or copy thereof.

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

Neville A. Black

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

## 3. Nature of conveyance:

☒ Assignment ☐ Merger

☐ Security Agreement ☐ Change of Name

☐ Other

Execution Date: November 3, 2003

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

Name: Comcast Cable Holdings, LLC

Internal Address:

Street Address: 1500 Market Street

City: Philadelphia State: PA Zip: 19102-2148

Additional name(s) & address(es) attached? ☐ Yes ☒ No

## 4. Application number(s) or patent number(s):

10781895

If this document is being filed together with a new application, the execution date of the application is: November 3, 2003

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: James N. Kallis

Address: Brooks Kushman P.C.

1000 Town Center, Twenty-Second Floor

City: Southfield State: MI ZIP: 48075-1238

11/10/2003 EHAILE1 00000033 10701895

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40.00

## 6. Total number of applications and patents involved: 1

## 7. Total Fee (37 C.F.R. § 1.21(h)) \$ 40.00

☒ Enclosed☐ Authorized to be charged to Deposit Account

## 8. Deposit Account Number:

(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.

James N. Kallis

Name of Person Signing

Signature

November 5, 2003

Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:  
Mail Stop Assignment Recordation Services, Director of the U.S. Patent and Trademark Office  
P.O. Box 1450, Alexandria, VA 22313-1450

**PATENT**  
**REEL: 014687 FRAME: 0874**

**ASSIGNMENT**

For good and valuable consideration, receipt of which is hereby acknowledged, I, Neville A. Black of 3729 Worthington Road, Collegeville, PA do hereby assign, sell and set over to Comcast Cable Holdings, LLC, a corporation organized and existing under the laws of the State of Delaware, and having a place of business at 1500 Market Street, 34<sup>th</sup> Floor, Philadelphia, PA 19102-2148, hereinafter referred to as the ASSIGNEE, its successors, assigns or other legal representatives, the entire right, title and interest, domestic and foreign, in and to the inventions and discoveries in

**METHOD AND SYSTEM FOR PLANNING AND RUNNING VIDEO-ON-DEMAND ADVERTISING**

set forth in the application for United States Letters Patent executed by me on the 3 day of November, 2003; or

for which an application for a United States Patent was filed on \_\_\_\_\_, Application No. \_\_\_\_\_ (I hereby authorize my attorney to insert the application filing date and number when they become known),

including the right of said ASSIGNEE, its successors, assigns or other legal representatives to make applications and to receive Letters Patent for said inventions and discoveries in any and all foreign countries in its or their own name or names, or in my name, at its or their election, and I hereby assign, sell and set over to said ASSIGNEE, its successors, assigns or other legal representatives, all rights of priority, including any provisional applications, in and to said inventions and discoveries in all countries, including all applications claiming benefit of the filing date hereof, continuations, continuations-in-part, divisionals, reexaminations and reissue applications.

And I hereby agree for myself, my heirs, successors, assigns or other legal representatives to execute any and all papers, including applications for Letters Patent of any and all kinds and in any and all countries and to perform any and all acts which said ASSIGNEE, its successors, assigns or other legal representatives may deem necessary to secure thereto the rights herein assigned, sold and set over.

And I hereby represent and warrant that I have not granted any rights inconsistent with the rights granted herein.

Date: Nov. 3, 2003

*Neville A. Black*

Neville A. Black

STATE OF Pennsylvania  
COUNTY OF Phila ) ss.

NOTARIAL SEAL  
Cynthia V. Mills-Brown, Notary Public  
City of Philadelphia, Phila. County  
My Commission Expires April 25, 2005

On this 3rd day of November, 2003, personally appeared before me \_\_\_\_\_, to me known to be the person named in and who executed the above instrument, and acknowledged that he executed the same for the uses and purposes therein mentioned.

*Cynthia V. Mills-Brown*  
Notary Public

**PATENT**