

12-09-2003



To the Honorable Commissioner of Patents &

102617767

ents or copy thereof.

1. Name of conveying party(ies):

Steven E. Riedl

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

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

Name: AOL Time Warner Interactive Video Group, Inc.

Address: 120 E. 23<sup>rd</sup> Street, 7<sup>th</sup> Floor

City: New York State: New York ZIP: 10010

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

3. Nature of conveyance:

☒ Assignment ☐ Merger

☐ Security Agreement ☐ Change of Name

☐ Other \_\_\_\_\_

Execution Date: October 23, 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)

B. Patent No.(s)

10/639,070

Additional numbers attached? ☐ yes ☒ no

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

Name: Alex L. Yip

Internal Address: Kaye Scholer LLP

Street Address: 425 Park Avenue

City: New York State: New York ZIP: 10022

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:

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

DO NOT USE THIS SPACE

12/08/2003 DBYRME 00000128 10639070

01 FC:0021

40.00 DP

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.*

Alex L. Yip

Name of Person Signing  
(PTO Reg. No. 34759)

Signature

December 3, 2003  
Date

Total number of pages including cover sheet, attachments and document: 3

A S S I G N M E N T

For value received, I,

Steven E. Riedl, a citizen of Canada,

who reside at:

1580 Masters Court  
Superior, Colorado 80027

hereby sell, assign and transfer to AOL Time Warner Interactive Video Group, Inc., a Delaware Corporation, having an office at 120 E. 23rd Street, 7th Floor, New York, New York 10010, U.S.A., and its successors, assigns and legal representatives, the entire right, title and interest, for the United States, in and to certain inventions related to TECHNIQUE FOR EFFECTIVELY DELIVERING TARGETED ADVERTISEMENTS THROUGH A COMMUNICATIONS NETWORK HAVING LIMITED BANDWIDTH described in an application for Letters Patent of the United States, Serial No. 10/639,070, filed on August 12, 2003, and all the rights and privileges in said application and under any and all Letters Patent that may be granted in the United States for said inventions; and I also concurrently hereby sell, assign and transfer to AOL Time Warner Interactive Video Group, Inc. the entire right, title and interest in and to said inventions for all countries foreign to the United States including all rights of priority arising from the application aforesaid, and all the rights and privileges under any and all forms of protection, including Letters Patent, that may be granted in said countries foreign to the United States for said inventions.

I authorize AOL Time Warner Interactive Video Group, Inc. to make application for such protection in its own name and maintain such protection in the United States and in any and all countries foreign to the United States, and to invoke and claim for any application for patent or other form of protection for said inventions, without further authorization from me, any and all benefits, including the right of priority provided by any and all treaties, conventions, or agreements.

I hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country in proof of the right of AOL Time Warner Interactive Video Group, Inc. to apply for patent or other form of protection for said inventions and to claim the aforesaid benefit of the right of priority.

I request that any and all patents for said inventions be issued to AOL Time Warner Interactive Video Group, Inc. in the United States and in any and all countries foreign to the United States, or to such nominees as AOL Time Warner Interactive Video Group, Inc. may designate.

I agree that, when requested, I shall, without charge to AOL Time Warner Interactive Video Group, Inc., sign all papers, and do all acts which may be necessary, desirable or convenient in connection with said applications, patents, or other forms of protection.

Date: 10/23/03

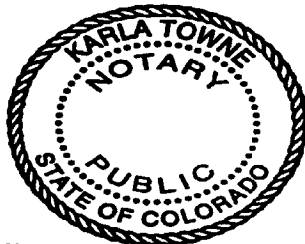
  
Steven E. Riedl

United States of America )


State of Colorado ) ss.:

County of Jefferson )

On this 23<sup>rd</sup> day of October, 2003, before me personally came Steven E. Riedl, to me known to be the person described in and who executed the foregoing assignment, and acknowledged execution of the same.



My Commission Expires 05/31/2006

  
Notary Public