

RECORD

07-16-2004



1FW #

102792716

To the Honorable Commissioner of Patents

Original documents or copy thereof.

1. Name of conveying party(ies):

Edward M. WEISZ

7/12/04

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

Name: Lee S. Weinblatt

Internal Address:

Street Address: 465 Winthrop Road

City: Teaneck

State/Country: NJ

Zip: 07666

Additional name(s) of conveying party(ies) attached? [] Yes [x] No

3. Nature of conveyance:

- Assignment [] Merger
- Security Agreement [] Change of Name
- Other

Additional name(s) & address(es) attached? [] Yes [x] No

Execution Date: July 8, 2004

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)
10/779,506

B. Patent No.(s)
n/a

Additional numbers attached? [] Yes [x] No

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

Name: Edward M. Weisz

Internal Address: Cohen, Pontani, Lieberman & Pavane

Street Address: 551 Fifth Avenue, 12th Floor

City: New York State: New York Zip: 10176

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: 03-2412
(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.

Edward M. Weisz
Name of Person Signing
Reg. No. 37,257

Signature

July 8, 2004
Date

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

3

Mail documents to be recorded with required cover sheet information to:

Mail Stop Assignment Recordation
Director of the US Patent and Trademark Office
PO Box 1450
Alexandria, VA 22313-1450

07/15/2004 6TGM11 00000150 10779506

01 FC:0021

40.00 DP

A S S I G N M E N T

In consideration of value received, I, having a residence and post office address at 36 Scott Drive, Morganville, New Jersey 07751, am a joint inventor of an invention described in an application for United States patent entitled:

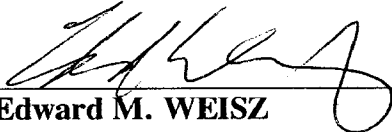
INTERACTIVE REWARD ASSOCIATED WITH A BROADCAST

sell and assign to **Lee S. Weinblatt**, a citizen of the United States, residing at 465 Winthrop Road, Teaneck, NJ 07666, his successors, assigns or nominees, hereinafter referred to as "Assignee", my entire right, title and interest in and to said invention as disclosed, shown and described in said application for United States Letters Patent, filed on February 13, 2004 and which has been accorded Application Serial No. 10/779,506;

and in and to all applications for patent and patents for said invention, in all countries of the world, including all divisions, reissues, continuations, substitutions and extensions thereof and all rights arising under or pursuant to any and all international agreements, treaties or laws relating to the protection of industrial property, including rights of priority resulting from the filing of any of said applications; and I authorize and request any official whose duty it is to issue patents, to issue any patent on said invention or resulting therefrom to said Assignee, and I agree that on request and without further consideration, but at the expense of said Assignee, I will communicate to said Assignee or its representatives all facts known to me respecting said invention and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue, or other

applications, make all rightful oaths and declarations, and generally do everything possible to aid said Assignee to obtain and enforce proper patent protection for said invention in all countries.

Date: July 8, 2004
Month/Day/Year


Edward M. WEISZ