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prints or copy thereof.

1. Name of conveying party(ies): Declan Patrick KELLY

102831688

Name of receiving party(ies):

Additional name(s) of conveying party(ies) attached?

Name: Koninklijke Philips Electronics N.V. Internal Address:

Yes No (X)

Street Address: Groenewoudseweg 1 NL-5621 BA Eindhoven The Netherlands

3. Nature of conveyance: Assignment Merger Security Agreement Change of Terms Other

Additional name(s) & address(es) attached?

Yes No (X)

Execution Date: 7/3/03.

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 7/3/03.

A. Patent Application No. (s)

B. Patent No. (s)

Additional numbers attached? Yes No (X)

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

6. Total number of applications and patents involved:

Name: Philips Electronics North America Corporation

1

Internal Address:

7. Total fee (37 CFR 3.41) ...\$40.00

Enclosed Authorized to Deposit Account (X)

Street Address: P.O. Box 3001 345 Scarborough Road

8. Deposit Account Number: 14-1270

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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.

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For good and valuable consideration, of which I acknowledge receipt, I, as a below-named assignor, sell and assign to Koninklijke Philips Electronics N.V. (hereinafter "Assignee") a corporation existing under the laws of Kingdom of the Netherlands, whose business address is Groenewoudseweg 1, 5621 BA Eindhoven, the Netherlands, its successors and assigns, the application for a United States Patent for the improvements in a "Playback of interactive television applications" invented by me, which application:

- is executed concurrently herewith
is executed by me/us on
is Serial No. filed
is International Application No. PCT/02/05109 filed 03 December 2002

and all rights in and to said application, and all Patents which may be granted therefor, and all divisions, reissues, continuations and extensions thereof, and authorize and request the Commissioner of Patents and Trademarks to issue all Patents on said improvements or resulting therefrom to said Assignee as assignee of the entire interest and covenant that I have full right so to do, and agree that I will communicate to said Assignee or its representatives any facts known to me respecting said improvements and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid said Assignee, its successors, assigns and nominees, to obtain and enforce proper protection for said invention.

3 July 2003 (sign name here) Declan Patrick KELLY, Assignor
Date (print name here)