

10-25-2004



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TWCI-0034

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and original documents or copy thereof

17302 U.S. PTO  
10/966564

101504

To The Honorable Commissioner of Patents

1. Name of conveying party(ies):

Jared Greenwald 10/15/04  
First Assignor Date of Execution

Evans Hall 10/15/04  
Second Assignor Date of Execution

Timothy Messier 10/15/04  
Third Assignor Date of Execution

Fourth Assignor Date of Execution

Fifth Assignor Date of Execution

Sixth Assignor Date of Execution

Additional name(s) of conveying party(ies) attached?  YES  NO

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

Name: The Weather Channel, Inc.

Street Address: 300 Interstate North Parkway

City: Atlanta

State: Georgia ZIP: 30339

Additional name(s) & address attached?  YES  NO

3. Nature of Conveyance (check only one):

- New Assignment
- License Agreement
- Change of Name
- Merger
- Security Agreement
- Other:

10/15/04

4. Identification of Application number(s), patent number(s) OR date of execution of application to which assignment refers:

Application Nos.:

Patent Nos.:

Date application was signed by the first named executing inventor

October 15, 2004

(Fill-in this date only if assignment is filed together with a new application)

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

Name: Steven J. Rocci  
WOODCOCK WASHBURN LLP  
One Liberty Place - 46th Floor  
Philadelphia, Pennsylvania 19103-7301  
215-568-3100

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 Number 23-3050

8. Please charge any deficiency or credit any overpayment to Deposit Account Number 23-3050

DO NOT USE THIS SPACE

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.

Lawrence A. Aaronson/38,369  
Name of Person Signing/Reg. No.

Signature

October 15, 2004  
Date

Total number of pages including cover sheet, assignment document and additional pages attached thereto: 5

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

10/22/2004 GTON11 00000169 10966564  
01 FC:8021 40.00 DP

Mail Stop Assignment Recordation Services  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**DOCKET NO.: TWCI-0034****PATENT  
Joint Inventors  
(New Application)****ASSIGNMENT**

WHEREAS, we Jared Greenwald; Evans Hall and Timothy Messier, hereinafter referred to as the assignors, residing respectively at 3582 Dexter Way, Marietta, Georgia 30062; 978 Cumberland Road, Atlanta, Georgia 30306 and 140 Savannah Street SE, Atlanta, Georgia 30316 are the joint inventors of certain inventions or improvements for which we have made application for Letters Patent to the United States, identified as Case No. TWCI-0034, entitled **CUSTOMIZED ADVERTISING IN A WEB PAGE USING INFORMATION FROM THE WEB PAGE**; and

WHEREAS, The Weather Channel, Inc. hereinafter referred to as the assignee, of 300 Interstate North Parkway, Atlanta, Georgia 30339, a corporation of Georgia, is desirous of acquiring the entire right, title and interest in and to the said inventions or improvements and in and to the said application, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in any and all countries:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, we, the said assignors, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over to said assignee, the entire right, title and interest in and to said inventions or improvements and said application and any and all continuations, divisions and renewals of and substitutes for said application, and in, to and under any and all Letters Patent which may be granted on or as a result thereof in the United States and any and all other countries, and any reissue or reissues or extension or extensions of said Letters Patent, including the full right to sue for and collect damages for past violations of provisional rights having arisen from any publication of said application or any continuations, divisions, or renewals of or substitutes for said application. We further assign to and authorize said assignee, to file in our names applications for Letters Patent in all countries, the same to be held and enjoyed by said assignee, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by us had this assignment, sale and transfer not been made.

AND we hereby covenant that we have full right to convey the entire interest herein assigned, and that we have not executed and will not execute any agreement in conflict herewith, and we further covenant and agree that we will each time request is made and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said inventions or improvements, said application and said Letters Patent to said assignee, its successors, assigns, nominees, or legal representatives, and each of us agrees to communicate to said assignee or to its nominee all known facts respecting said inventions or improvements, said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisional, continuing, reissue and foreign applications, to make all rightful oaths, and generally to do everything possible to aid said assignee, its successors, assigns, nominees and legal representatives to obtain and enforce for its or their own benefit proper patent protection for said inventions or improvements in any and all countries.



DOCKET NO.: TWCI-0034

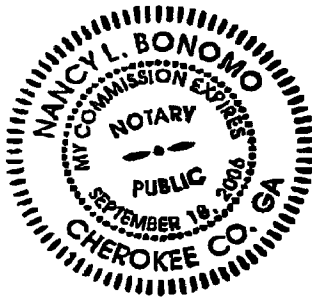
**PATENT**  
**Joint Inventors**  
**(New Application)**

10/16/04  
Date

[Signature] (L.S.)  
Evans Hall

STATE OF GEORGIA :  
COUNTY OF WAB : SS

On this 15th day of OCTOBER, year of 2004, before me personally came the above named Evans Hall to me personally known and known to me to be the same individual who executed the foregoing assignment, and who acknowledged to me that execution of the same was of that person's own free will for the use and purposes therein set forth.



Nancy L. Bonomo  
Notary Public

