

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
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**CONVEYING PARTY DATA**

Name	Execution Date
Two Way TV Limited	10/13/2004

**RECEIVING PARTY DATA**

<b>Name:</b>	Two Way Media Limited
<b>Street Address:</b>	19 Bolsover Road
<b>City:</b>	London
<b>State/Country:</b>	UNITED KINGDOM
<b>Postal Code:</b>	W1W 5NA

**PROPERTY NUMBERS Total: 14**

Property Type	Number
Patent Number:	D360235
Patent Number:	5905523
Patent Number:	6151626
Application Number:	09039202
Patent Number:	6287199
Patent Number:	6515992
Patent Number:	6301243
Application Number:	09366064
Application Number:	09376244
Patent Number:	6446262
Application Number:	09446296
Application Number:	09453665
Application Number:	09563542
Application Number:	09569152

**CORRESPONDENCE DATA**

**CH \$560.00 D360235**

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NAME OF SUBMITTER:

Albin H. Gess

Total Attachments: 3

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**ASSIGNMENT**

WHEREAS, Two Way TV Limited, a corporation organized under the laws of the United Kingdom, having a principal place of business at Beaumont House, Kensington Village, Avonmore Road, London W14 8TS, United Kingdom, is the owner of record of the U.S. patents and patent applications on the attached list which is made a part hereof, acting by its joint administrators, Lee Anthony Manning and Andrew John Pepper, of Kroll Limited, 10 Fleet Place, London EC4M 7RB; and

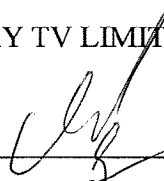
WHEREAS, Two Way Media Limited, a corporation organized under the laws of the United Kingdom, having a principal place of business at 19 Bolsover Road, London, W1W 5NA, United Kingdom, is desirous of acquiring the entire right, title and interest in the U.S. patents and patent applications on the attached list;

NOW, THEREFORE, in furtherance of that certain asset sales agreement of November 14, 2003, between the parties, and for good and valuable consideration, receipt of which is hereby acknowledged, said Two Way TV Limited does hereby assign and transfer unto said Two Way Media Limited, its successors and assigns, the entire and exclusive right, title and interest in and to the inventions, patent applications, and Letters Patents on the attached list, which have been granted and may be granted or issued, for said inventions in the United States, including all divisions, continuations, reissues and extensions thereof; and Two Way TV Limited hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States to issue all Letters Patent relating to the foregoing assigned rights to said Two Way Media Limited, its successors and assigns.

Two Way Media Limited hereby accepts the assignment of the above rights, title and interest.

Executed at Kroll Limited, this 13<sup>th</sup> day of October, 2004.  
10 Fleet Place, London

TWO WAY TV LIMITED

By:   
ANDREW J. PEPPER  
Typed name  
JOINT ADMINISTRATOR  
Title

Executed at Kroll Limited;  
10 Fleet Place, London this 13<sup>th</sup> day of October, 2004.

TWO WAY TV LIMITED

By: \_\_\_\_\_

ANDREW J PEPPER

Typed name

JOINT ADMINISTRATOR

Title

<u>Title</u>	<u>Inventor</u>	<u>Docket No.</u>	<u>Country</u>	<u>Serial No.</u>	<u>Filing Date</u>	<u>Patent No.</u>	<u>Grant Date</u>
Game Control Unit	Emrys-Roberts et al.	30/4097/04	U.S.A.	21,365	4-14-1994	D360,235	7-11-1995
Interactive System	Woodfield et al.	RSJ04946US	U.S.A.	08/672,591	6-28-1996	5,905,523	5-18-1999
Interactive Television Communication System	Tims et al.	RSJ05069US	U.S.A.	09/019,892	2-6-1998	6,151,626	11-21-2000
Method and Apparatus for Transmitting Data	Weston et al.	RSJ05095US	U.S.A.	09/039,202	3-13-1998		
Interactive Predictive Game Control System	McKeown et al.	RSJ05080US	U.S.A.	09/064,118	4-21-1998	6,287,199	9-11-2001
Method and Apparatus for Input of Data	Weston et al.	RSJ05364US	U.S.A.	09/203,458	12-2-1998	6,515,992	2-4-2003
Method and Apparatus for Transmitting Data	Copper et al.	RSJ05365US	U.S.A.	09/203,967	12-2-1998	6,301,243	10-9-2001
Delivering Interactive Applications	Malaure et al.	RSJ05801US	U.S.A.	09/366,064	8-2-1999		
Method and Apparatus for Sampling Remote Data Sources	Malaure et al.	RSJ05800US	U.S.A.	09/376,244	8-18-1999		
Broadcasting Interactive Applications	Malaure et al.	RSJ05898US	U.S.A.	09/419,332	10-15-1999	6,446,262	9-3-2002
Method and Apparatus for Generating a Display Signal	Holmes et al.	RSJ05738US	U.S.A.	09/446,296	5-18-2001		
Interactive Applications	Malaure et al.	RSJ05796US	U.S.A.	09/453,665	12-3-1999		
Interactive Applications	Malaure et al.	RSJ05899US	U.S.A.	09/563,542	5-1-2000		
Interactive Television Broadcast System	Kydd	RSJ06142US	U.S.A.	09/569,152	5-11-2000		