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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Marc J. Lawrence-Apfelbaum

Execution Date(s) June 9, 2005

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

2. Name and address of receiving party(ies)

Name: Time Warner Cable, Inc.

Internal Address: _____

Street Address: 290 Harbor Drive

City: Stamford

State: Connecticut

Country: USA Zip: 06902

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

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

11/097,563

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: Alex L. Yip

Internal Address: c/o Kaye Scholer LLP

Street Address: 425 Park Avenue

City: New York

State: New York Zip: 10022

Phone Number: (212) 836-7363

Fax Number: (212) 836-8689

Email Address: _____

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 1.21(h) & 3.41) \$40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
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b. Deposit Account Number _____

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9. Signature:

Signature

June 13, 2005

Date

Alex L. Yip, Reg. No. 34,759

Name of Person Signing

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

3

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:

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PATENT
REEL: 016699 FRAME: 0230

A S S I G N M E N T

For value received, I,

Marc J. Lawrence-Apfelbaum, a citizen of the United States of America,

who reside at:

440 West End Avenue, Apt. #14C
New York, New York 10024,

hereby sell, assign and transfer to Time Warner Cable, Inc., a Delaware corporation, having an office at 290 Harbor Drive, Stamford, Connecticut 06902, 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 SELECTING MULTIPLE ENTERTAINMENT PROGRAMS TO BE PROVIDED OVER A COMMUNICATIONS NETWORK described in an application for Letters Patent of the United States, Serial No. 11/097,563, filed on April 1, 2005, 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 Time Warner Cable, 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 Time Warner Cable, 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 Time Warner Cable, 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 Time Warner Cable, Inc. in the United States and in any and all countries foreign to the United States, or to such nominees as Time Warner Cable, Inc. may designate.

I agree that, when requested, I shall, without charge to Time Warner Cable, 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.


Marc J. Lawrence-Apfelbaum

Date: 6.9.05

United States of America)

State of Connecticut) ss.: Stamford

County of Fairfield)

On this 9 day of June, 2005, before me personally came Marc J. Lawrence-Apfelbaum, to me known to be the person described in and who executed the foregoing assignment, and acknowledged execution of the same.


Notary Public

DIMITRA SPYROPOULOS
Notary Public
My Commission Expires April 30, 2010