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07-29-05

1. Name of conveying party(ies):
Timothy Bucher
Mark A. Ross
Timothy C. Nichols

Additional names(s) of conveying party(ies) Yes No

2. Name and address of receiving party(ies):
Name: **Zermatt Systems, Inc.**
Address: **201 Main Street, Suite 100**

City: **Los Altos** State/Prov.: **California**
Country: **USA** ZIP: **94022**

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

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

Execution Date: **July 22, 2005; July 28, 2005**

4. Application number(s) or patent numbers(s):
If this document is being filed together with a new application, the execution date of the application is: **July 29, 2005**

Patent Application No.	Filing date	B. Patent No.(s)
08/02/2005 STEUMEL1 00000050 11193120		
04 FC:8021	40.00 DP	

Additional numbers Yes No

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

July 29, 2005
Date

Total number of pages including cover sheet, attachments, and document: **4**

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 60 East South Temple
 Salt Lake City, Utah 84111

Form P4

A S S I G N M E N T

We the under signed, hereinafter collectively referred to as "Assignor", are the inventors of an invention entitled **GUIDED DISCOVERY OF MEDIA CONTENT**. Preferred embodiments of said invention are disclosed in a United States patent application which:

is executed concurrently herewith for filing in the United States Patent and Trademark Office.

was previously filed in the United States Patent and Trademark Office on _____ Application Serial No. _____.

is a United States National Application of PCT International Application No. _____, filed _____.

The Assignee, Zermatt Systems, Inc. a Corporation of the state of Delaware, having a principal place of business at 201 Main Street, Suite 100, Los Altos, California 94022, desires to secure the entire right, title and interest in said invention and the patent application filed thereon.

In consideration of One Dollar (\$1.00) and other good and valuable consideration paid to Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledge, ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE:

The entire right, title and interest in said invention and in the above-identified United States patent application and in all divisions, continuations and continuations-in-part of said application, or reissues or extensions of Letters Patent or Patents granted thereon, and in all corresponding applications filed in countries foreign to the United States, and in all patents issuing thereon in the United States and foreign countries.

The right to file foreign patent applications on said invention in its own name, wherever such right may be legally exercised, including the right to claim the benefits of the International Convention for such applications.

Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and such Patent Office officials in foreign countries as are duly authorized by their patent laws to issue patents, to issue any and all patents on said invention to the Assignee as the owner of the entire interest, for the sole use and behoof of the said Assignee, its successors, assigns and legal representatives.

Assignor hereby agrees, without further consideration and without expense to Assignor, to sign all lawful papers and to perform all other lawful acts which the Assignee may request of Assignor to make this Assignment fully effective, including, by way of example but not of limitation, the following:

Prompt execution of all original, divisional, substitute, reissue, and other United States and foreign patent applications on said invention, and all lawful documents requested by the Assignee to further the prosecution of any of such patent applications.

Cooperation to the best of our ability in the execution of all lawful documents, the production of evidence, nullification, reissue, extension, or infringement proceedings involving said invention.

This assignment and agreement shall be binding upon Assignor's heirs and legal representatives.

Full name of sole or first inventor

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Bucher

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Inventor's signature

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Full name of third inventor, if any

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Inventor's signature

Tim

Date July 28, 2005

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