

04-10-2006

DEPARTMENT OF COMMERCE
Patent and Trademark Office



RECORDATION
PATENT 103216247

APR 03 2006
RECEIVED

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

4.340

1. Name of conveying party(ies)
(1) Erwin Lau;
(2) Danny Gaydou II; and
(3) Robert Mechler
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: United Video Properties, Inc.
Internal Address: _____

3. Nature of conveyance/Execution Date(s):
(1) 03/15/2006; (2) 03/28/2006;
Execution Date(s) and (3) 02/25/2006
 Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

Street Address: 6922 Hollywood Boulevard,
12th Floor
City: Hollywood
State: CA
Country: USA Zip: 90028
Additional name(s) & address(es) attached? Yes No

4. Application or patent number(s): This document is being filed together with a new application.
A. Patent Application No.(s)
11/246,778 (filed October 7, 2005)
B. Patent No.(s)
Additional numbers attached? Yes NO

5. Name and address to whom correspondence concerning document should be mailed:
Fish & Neave IP Group
Name: Ropes and Gray LLP
Internal Address: _____
Street Address: 1251 Avenue of the Americas
City: New York
State: NY Zip: 10020
Phone Number: 212.596.9000
Fax Number: 212.596.9090
Email Address: adam.saltzman@ropesgray.com

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 _____
Expiration Date _____
b. Deposit Account Number No. 004033-0097 11246778
04/18/2006 06-1075 (Order)
01 FC:8021 40.00 DA
Authorized User Name Fish & Neave IP Group

9. Signature: Adam Saltzman
Signature
Adam Saltzman (Reg. No. 52,188)
Name of Person Signing

April 3, 2006
Date
Total number of pages including cover sheet, attachments, and document: 5

A S S I G N M E N T

Whereas we, Erwin Lau, Danny Gaydou, and Robert Mechler, residing respectively at Flat 9D, Block 1, Harmony Garden, 89 Ham Tin Street, Tsuen Wan, Hong Kong SAR, China; 1538 Stillwood Street, Chesapeake, Virginia 23320; and 34437 Highview Drive, Pine Grove, Colorado 80470, have made an invention in:

SYSTEM AND METHOD FOR USING
TELEVISION INFORMATION CODES

and have made application for United States Letters Patent therefor, the same having been filed in the United States Patent and Trademark Office on October 7, 2005 as United States Patent Application No. 11/246,778; and


WHEREAS, UNITED VIDEO PROPERTIES, INC., a corporation organized and existing under the laws of the State of Delaware and having an office and place of business at 6922 Hollywood Boulevard, 12th Floor, Hollywood, California 90028, is desirous of acquiring the entire interest in said invention, said United States patent application and in any Letters Patent which may issue thereon;

NOW, THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) to each of us paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we do hereby sell, assign and transfer unto the said UNITED VIDEO PROPERTIES, INC., its successors, assigns and legal representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States patent application, including any continuations and divisions thereof, and any substitute applications therefor,

and any patents which may issue thereon, and any reissues of the same, and including the right to claim priority under the International Convention based on said patent application; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; and we hereby authorize and request competent authorities to grant and issue any and all patents on said invention to the said UNITED VIDEO PROPERTIES INC. as the assignee of the entire interest therein; and we further agree to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

IN TESTIMONY WHEREOF, we have hereunto signed our names on the date or dates indicated hereinafter.

March 15th 2006
Date



Erwin Lau

Date

Danny Gaydou

Date

Robert Mechler

and any patents which may issue thereon, and any reissues of the same, and including the right to claim priority under the International Convention based on said patent application; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; and we hereby authorize and request competent authorities to grant and issue any and all patents on said invention to the said UNITED VIDEO PROPERTIES INC. as the assignee of the entire interest therein; and we further agree to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

IN TESTIMONY WHEREOF, we have hereunto signed our names on the date or dates indicated hereinafter.

Date

Erwin Lau

3.28.06

Date



Danny Gaydou II

Date

Robert Mechler

and any patents which may issue thereon, and any reissues of the same, and including the right to claim priority under the International Convention based on said patent application; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; and we hereby authorize and request competent authorities to grant and issue any and all patents on said invention to the said UNITED VIDEO PROPERTIES INC. as the assignee of the entire interest therein; and we further agree to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

IN TESTIMONY WHEREOF, we have hereunto signed our names on the date or dates indicated hereinafter.


Date

Erwin Lau

Date

Danny Gaydou

2/25/2006
Date



Robert Mechler