

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SUBIL M. ABRAHAM	11/21/2006
VINOD A. BIJLANI	11/13/2006
MATHEWS THOMAS	11/21/2006
RECEIVING PARTY DATA	
Name:	INTERNATIONAL BUSINESS MACHINES CORPORATION
Street Address:	NEW ORCHARD ROAD
City:	ARMONK
State/Country:	NEW YORK
Postal Code:	10504
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11611958
CORRESPONDENCE DATA	
Fax Number:	(866)446-2118
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	5612105230
Email:	alaine.allison@patentsondemand.com
Correspondent Name:	BRIAN K. BUCHHEIT
Address Line 1:	4581 WESTON ROAD, SUITE 345
Address Line 4:	Weston, FLORIDA 33331
ATTORNEY DOCKET NUMBER:	BOC9-2006-0076
NAME OF SUBMITTER:	BRIAN K. BUCHHEIT
Total Attachments: 2 source=BOC9-2006-0076_Assignment#page1.tif source=BOC9-2006-0076_Assignment#page2.tif	

CH \$40.00 11611958

PATENT

500195137

REEL: 018646 FRAME: 0900

ASSIGNMENT

WHEREAS, we:

- | | | |
|-----|--------------------------------------|---------------------------------------|
| (1) | Subil M. Abraham
County of Collin | Of Plano
and State of Texas |
| (2) | Vinod A. Bijlani | Of Aundh, India |
| (3) | Mathews Thomas
County of Denton | Of Flower Mound
and State of Texas |

have invented certain improvements in:

AUTOMATICALLY EMBEDDING INFORMATION CONCERNING ITEMS APPEARING IN INTERACTIVE VIDEO BY USING RFID TAGS


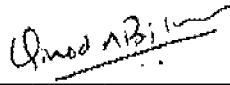

And executed a United States patent application therefore on the following dates:

- | | |
|-----|-----------------------|
| (1) | <u>11 / 21 / 2006</u> |
| (2) | <u>11 / 13 / 2006</u> |
| (3) | <u>11 / 21 / 2006</u> |

Whereas, INTERNATIONAL BUSINESS MACHINES CORPORATION, a corporation of New York, having a place of business at New Orchard Road, Armonk, New York, 10504 (hereinafter called IBM), desires to acquire the entire right, title and interest in the application and invention, and to any United States and foreign patents to be obtained therefore;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, we, the above named, hereby acknowledge our prior existing obligation and hereby sell, assign, and transfer to IBM, its successors and assigns, the entire right, title and interest in the application and invention therein disclosed for the United States and foreign countries, and all rights of priority resulting from the filing of the United States application, and we request the Commissioner of Patents to issue any Letters Patent granted upon the invention set forth in the application to IBM, its successors and assigns; and we hereby agree that IBM may apply for foreign Letters Patent on invention and we will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by IBM.

SIGNED AND SEALED:

	<u>LOCATION</u>	<u>DATE</u>	<u>SIGNATURE</u>
(1)	<u>PLANO, TX</u>	<u>21 NOV 2006</u>	<u></u> Subil M. Abraham
(2)	<u>ACINDH, INDIA</u>	<u>13th NOV 2006</u>	<u></u> Vinod A. Bijlani
(3)	<u>Flower Mound, TX</u>	<u>21 Nov 2006</u>	<u></u> Mathews Thomas