

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
EFFECTIVE DATE:	07/28/2004
CONVEYING PARTY DATA	
Name	Execution Date
Milton Diaz Perez	07/28/2004
RECEIVING PARTY DATA	
Name:	Broadband iTV, Inc.
Street Address:	733 Bishop St., Ste. 2500
Internal Address:	c/o Vantage Counsel
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State/Country:	HAWAII
Postal Code:	96813
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	10909192
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ATTORNEY DOCKET NUMBER:	BBITV-P1
NAME OF SUBMITTER:	Leighton K. Chong
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OP \$40.00 10909192

PATENT

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REEL: 019397 FRAME: 0494

ASSIGNMENT OF INVENTION & PATENT RIGHTS

As a below named Inventor and Assignor, having the residence, post office address and citizenship as stated below, I declare that:

I have invented a new and useful invention entitled:

**SYSTEM AND METHOD FOR MANAGING, CONVERTING AND DISPLAYING
VIDEO CONTENT ON A VIDEO-ON-DEMAND PLATFORM, INCLUDING ADS USED
FOR DRILL-DOWN NAVIGATION & CONSUMER-GENERATED CLASSIFIED ADS**

for which an application for patent is being filed in my name in the United States of America and/or under the Patent Cooperation Treaty and/or in other countries.

To all whom it may concern, I, for good and valuable consideration, receipt of which is hereby acknowledged, do hereby assign, sell, and transfer to the company or entity listed below, its successors, assigns and legal representatives, the entire right, title and interest in and to said invention, said patent application in the United States of America or under the Patent Cooperation Treaty or in other countries, and any patent(s) which may issue thereon, together with any division, continuation, extension, or reissue applications or patents thereof:

Assignee Company or Entity:

Broadband iTV, Inc.

~~900 Fort Street Mall, Suite 955~~ c/o Vantage Counsel, 733 Bishop St., Ste
Honolulu, HI 96813 Ste. 2500

I agree to duly execute all papers necessary to secure any said patent(s) and said rights to said Assignee, and do request issuance of said patent(s) to said Assignee pursuant to this assignment.

INVENTOR: **Milton DIAZ PEREZ**

Dated: July 28, 2004
Signed At: _____



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