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United States Patent and Trademark Office

Form PTO-1595 (Rev. 06/04)

RECORDATION FORM COVER SHEET  
PATENTS ONLY

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

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

- (1) Justin B. PRAGER  
(2) Jeremy C. ROSENBERG  
(3) Stuart H. FARBER

Execution Date(s): (1) 6/25/2007, (2)&amp;(3) 6/15/2007

Additional name(s) of conveying party(ies) attached?

attached? ☐ Yes ☒ No

## 2. Name and address of receiving party(ies):

NAME: Music Choice

ADDRESS: 110 Gibraltar Road  
Suite 200  
Horsham, PA 19044

## 3. Name of Conveyance:

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

Additional name(s) &amp; addresses(es) attached?

☐ Yes ☒ No

## 4. Application number(s) or patent number(s):

☐

This document is being filed together with a new application

A. Patent Application No.(s)  
11/783,426

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Brian S. Rosenbloom  
Address: Rothwell, Figg, Ernst & Manbeck  
Suite 800  
Street Address: 1425 K St., N.W.  
City: Washington,  
State: D.C. Zip: 20005  
Telephone No.: 202/783-6040  
Facsimile No.: 202/783-6031  
Email Address:  
Attorney Docket No.: 2917-145

## 6. Total number of applications and patents involved:

1

## 7. Total fee (37 CFR 3.41): . . . \$ 40

- ☐ Enclosed  
☒ Authorized to be charged to deposit account  
☐ None required (government interest not affecting title)

## 8. Deposit account number: 02-2135

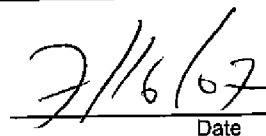
Authorized User Name Brian S. Rosenbloom

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## 9. Signature.



Signature



Date

Brian S. Rosenbloom, Reg. #41,276

Name of Person Signing

Total number of pages including cover sheet, attachments and documents: 3

CH \$40.00 022135 11783426

## ASSIGNMENT

**WHEREAS**, WE, Justin B. PRAGER, a citizen of the United States, residing in Bayside, NY; Jeremy C. ROSENBERG, a citizen of the United States, residing in Havre de Grace, MD; Stuart H. FARBER, a citizen of the United States, residing in Horsham, PA, are the inventors of an invention in SYSTEMS AND METHODS FOR PROVIDING CUSTOMIZED MEDIA CHANNELS for which we have executed an application for Letters Patent of the United States, serial number 11/783,426, filed April 9, 2007; and

**WHEREAS**, Music Choice, a Pennsylvania general partnership, with a place of business at 110 Gibraltar Road, Suite 200, Horsham, PA 19044 is desirous of obtaining the entire right, title and interest in, to and under the said invention and the said application;

**NOW, THEREFORE**, be it known that, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we the said Justin B. PRAGER, Jeremy C. ROSENBERG and Stuart H. FARBER have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said Music Choice, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said invention, and the said application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all applications for Letters Patent which may hereafter be filed for said invention in any country or countries foreign to the United States, and all Letters Patent which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof and all rights of priority in any such country or countries based upon the filing of the said application for Letters Patent of the United States which are created by any law, treaty or international convention; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said invention to the said Music Choice, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

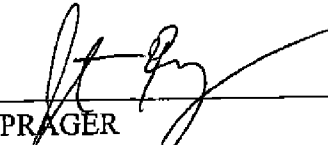
**AND WE HEREBY** covenant that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.


**AND WE HEREBY** further covenant and agree that we will communicate to said Music Choice, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to

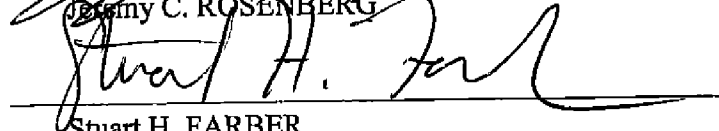
*Assignment - Page 1*

aid the said Music Choice, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said invention in all countries.

**IN TESTIMONY WHEREOF**, we hereunto set our hands and seals the day and year set opposite our respective signatures.

Date 6/25 2007  L.S.  
Justin B. PRAGER

Date 6/15 2007  L.S.  
Jeremy C. ROSENBERG

Date 6/15/07 2007  L.S.  
Stuart H. FARBER

*Assignment - Page 2*

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**FACSIMILE TRANSMITTAL SHEET**

DATE: July 16, 2007

TO: Assignment Branch Fax: 571- 273-0140  
U.S. Patent and Trademark Office

RE: U.S. Patent Application S.N. 11/783,426

FROM: Brian S. Rosenbloom

OUR REF: 2917-145

THIS MESSAGE IS INTENDED FOR THE USE OF THE INDIVIDUAL OR ENTITY TO WHICH IT IS ADDRESSED AND MAY CONTAIN INFORMATION THAT IS PRIVILEGED, CONFIDENTIAL AND EXEMPT FROM DISCLOSURE UNDER APPLICABLE LAW. IF THE READER OF THIS MESSAGE IS NOT THE INTENDED RECIPIENT OR THE EMPLOYEE OR AGENCY RESPONSIBLE FOR DELIVERING THE MESSAGE TO THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISSEMINATION, DISTRIBUTION OR COPYING OF THIS COMMUNICATION IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY TELEPHONE AND RETURN THE ORIGINAL MESSAGE TO US AT THE ABOVE ADDRESS VIA THE U.S. POSTAL SERVICES. THANK YOU.

Number of Pages Including This Transmittal Sheet: 4

If any problems in connection with this facsimile, please contact: *Carole Klavuhn* at 202-783-6040

**MESSAGE, IF ANY:**

I hereby certify that Form 1595 and Assignment herewith are being transmitted by facsimile to the Assignment Branch of the U.S. Patent and Trademark Office this 16<sup>th</sup> day of July 2007.

  
Carole J. Klavuhn