

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>JEFFRY JOVAN PHILYAW</td><td>09/21/1999</td></tr><tr><td>DAVID KENT MATHEWS</td><td>09/21/1999</td></tr></tbody></table>	Name	Execution Date	JEFFRY JOVAN PHILYAW	09/21/1999	DAVID KENT MATHEWS	09/21/1999					
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DAVID KENT MATHEWS	09/21/1999										
RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>DIGITALCONVERGENCE.COM INC.</td></tr><tr><td>Street Address:</td><td>4264 KELLWAY CIRCLE</td></tr><tr><td>City:</td><td>ADDISON</td></tr><tr><td>State/Country:</td><td>TEXAS</td></tr><tr><td>Postal Code:</td><td>75244</td></tr></table>	Name:	DIGITALCONVERGENCE.COM INC.	Street Address:	4264 KELLWAY CIRCLE	City:	ADDISON	State/Country:	TEXAS	Postal Code:	75244	
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CORRESPONDENCE DATA											
Fax Number: (972)479-0464 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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NAME OF SUBMITTER:	GREGORY M. HOWISON										
Total Attachments: 3 source=phl24745 assmt#page1.tif source=phl24745 assmt#page2.tif source=phl24745 assmt#page3.tif											

CH 11619139 \$40.00

PATENT

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REEL: 020785 FRAME: 0106

ASSIGNMENT

WHEREAS, we, Jeffry Jovan Philyaw and David Kent Mathews, citizens of US and residents of Dallas, Dallas County, Texas 75225 and Carrollton, Dallas County, Texas 75007, have invented certain new and useful improvements in a Method and Apparatus For Utilizing An Existing Product Code To Issue A Match To A Predetermined Location On A Global Network for which application for United States Letters Patent was filed on August 24, 1999 and assigned Serial No. 09/382,375; and

WHEREAS, DigitalConvergence.com Inc., a corporation of the State of Delaware, which has a business address of 4264 Kellway Circle, Addison, Texas 75244, (hereinafter referred to as "Assignee"), is desirous of acquiring our entire right, title and interest in and to the invention, and in and to said application and any Letters Patent that may issue thereon;

NOW, THEREFORE, for and in good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we do hereby sell, assign and transfer unto said Assignee, its successors, assigns and legal representatives the full and exclusive right, title and interest in and to said invention and in and to said application and all patents which may be granted therefor, and all divisions, reissues, substitutions, continuations, continuations-in-part and extensions thereof; and we hereby authorize and request the Commissioner of Patents and Trademarks to issue all patents for said invention, or patents resulting therefrom, insofar as our interests are concerned, to said Assignee of our entire right, title and interest.

We also hereby sell and assign to said Assignee, its successors, assigns and legal representatives the full and exclusive right, title and interest to the invention disclosed in said application throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said invention in its own name throughout the world including all rights of priority, all rights to publish cautionary notices reserving ownership of said invention and all rights to register said invention in appropriate registries; and we further agree to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in Assignee, its successors, assigns and legal representatives.

We hereby further agree that we will communicate to said Assignee, or to its successors, assigns and legal representatives, any facts known to us respecting any improvements, and, at the expense of said Assignee, to testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and substitute applications, make all lawful oaths, and generally do everything possible to vest title in said Assignee and to aid said Assignee, its successors, assigns and legal representatives to obtain and enforce proper protection for said invention in all countries.

Name of First Joint Inventor: **Jeffry Jovan Philyaw**

Residence (City, County, State): **Dallas, Dallas County, Texas 75225**

Signature: 

Date: 9/21/99

Date Application Executed: 9/21/99

STATE OF _____ §
COUNTY OF _____ § ss:

BEFORE ME, a Notary Public, on this 21 day of Sept, 1999, personally appeared Jeffry Jovan Philyaw, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed same of his own free will for the purposes and consideration therein expressed.

GIVEN UNDER MY HAND AND SEAL of office this 21 day of Sept A.D., 1999.


Notary Public

Commission Expires:

3/25/01

Name of Second Joint Inventor: **David Kent Mathews**

Residence (City, County, State): **Carrollton, Dallas County, Texas 75007**

Signature: David K Mathews

Date: 9/21/99

Date Application Executed: 9/21/99

STATE OF §

COUNTY OF § ss:

BEFORE ME, a Notary Public, on this 21 day of Sept, 1999, personally appeared David Kent Mathews, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed same of his own free will for the purposes and consideration therein expressed.

GIVEN UNDER MY HAND AND SEAL of office this 21 day of Sept, A.D., 1999.

[Signature]
Notary Public

Commission Expires:

3/27/01