

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Alexander S. Chisholm</td><td>04/30/2008</td></tr><tr><td>Kathleen K. Abbott</td><td>05/02/2008</td></tr><tr><td>Jason Haas</td><td>04/23/2008</td></tr><tr><td>Robert Stupay</td><td>04/16/2008</td></tr></tbody></table>	Name	Execution Date	Alexander S. Chisholm	04/30/2008	Kathleen K. Abbott	05/02/2008	Jason Haas	04/23/2008	Robert Stupay	04/16/2008	
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Alexander S. Chisholm	04/30/2008										
Kathleen K. Abbott	05/02/2008										
Jason Haas	04/23/2008										
Robert Stupay	04/16/2008										
RECEIVING PARTY DATA											
Name:	NBC Universal, Inc.										
Street Address:	30 Rockefeller Plaza										
City:	New York										
State/Country:	NEW YORK										
Postal Code:	10112										
PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12115278</td></tr></tbody></table>	Property Type	Number	Application Number:	12115278							
Property Type	Number										
Application Number:	12115278										
CORRESPONDENCE DATA											
Fax Number:	(312)474-0448										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	3124746300										
Email:	docket@marshallip.com										
Correspondent Name:	Paul B. Stephens										
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Address Line 2:	6300 Sears Tower										
Address Line 4:	Chicago, ILLINOIS 60606										
ATTORNEY DOCKET NUMBER:	31238/42936A										
NAME OF SUBMITTER:	Paul B. Stephens										
Total Attachments: 5											

OP \$40.00 12115278

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PATENT
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ASSIGNMENT

Serial No: 12/115,278Filed: May 5, 2008

Title: MULTI-SIDED MEDIA VIEWER AND TECHNIQUE FOR MEDIA ASSOCIATION

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned hereby assign to NBC Universal, Inc., 30 Rockefeller Plaza, New York, New York 10112 (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for letters patent of the United States, and in said application and any and all other applications, both in the United States and in other countries, which the undersigned may file or be named as an inventor, either solely or jointly with others, on said invention or improvements, and in any and all letters patent of the United States and other countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

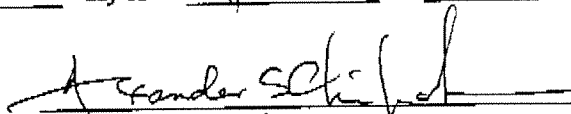
The undersigned hereby authorize and request the Commissioner for Patents to issue said letters patent to said Assignee.

The undersigned hereby authorize and request that the attorneys of record in said application insert in this assignment the execution date and/or filing date and serial number of said application when officially known.

The undersigned warrant themselves to be the owners of the interest herein assigned and to have the right to make this assignment and further warrant that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned except in favor of Assignee.

For said consideration the undersigned hereby agree, upon the request and at the expense of said Assignee, its successors and assigns, to execute any and all applications on said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any letters patent that may be granted upon any and all of said applications, and any and all applications and other documents for letters patent in other countries on said invention or improvements, that said Assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agree upon the request of said Assignee, its successors or assigns, in the event of any application or letters patent assigned herein becoming involved in Interference or Opposition, to cooperate to the best of the ability of the undersigned with said Assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain said letters patent, both in the United States and in other countries, and vest all rights therein hereby conveyed in said Assignee, its successors and assigns, whereby said letters patent will be held and enjoyed by said Assignee, its successors and assigns, to the full end of the term for which said letters patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

WITNESS our hands this


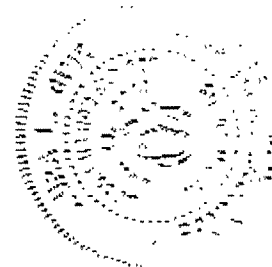
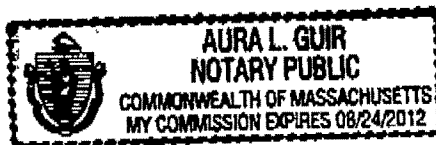
30TH day of April, 2008.State of Massachusetts
County of Suffolk
Alexander S. Chisholm

On this 30th day of April, 2008, before me, a
Notary Public in and for the County and State aforesaid, appeared, to me personally known to be the same
persons whose names are subscribed to the foregoing instrument, and acknowledged that they executed said
instrument as their free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

MADL 534727386 X 3/28/2010

My Commission Expires:

8/24/2012
Notary Public

WITNESS our hands this

2 day of May, 2008

State of Virginia
County of Hanover

Kathleen K. Abbott
Kathleen K. Abbott

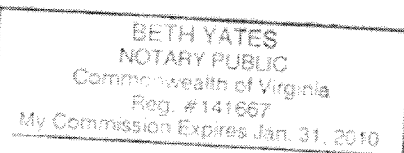
On this 2 day of May, 2008, before me, a
Notary Public in and for the County and State aforesaid, appeared, to me personally known to be the same
persons whose names are subscribed to the foregoing instrument, and acknowledged that they executed said
instrument as their free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

My Commission Expires:

January 31, 2010

Beth Yates
Notary Public



WITNESS our hands this

23RD

day of

April2008

State of

MASSACHUSETTS

County of

MIDDLESEX
Jason Haas

On this

23RD

day of

April2008

, before me, a

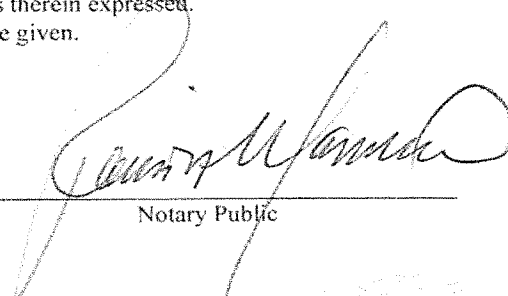
Notary Public in and for the County and State aforesaid, appeared, to me personally known to be the same persons whose names are subscribed to the foregoing instrument, and acknowledged that they executed said instrument as their free and voluntary act and for the uses and purposes therein expressed.

WITNESS my hand and seal the same day and year last above given.

RAMON MARRERO
NOTARY PUBLIC

My commission expires Dec. 5, 2014

My Commission Expires:


Notary Public

WITNESS our hands this 16 day of APRIL, 2008
City of NEW YORK
City of NEW YORK
Robert Stupay

On this 16 day of APRIL, 2008, before me, a
Notary Public in and for the County and State aforesaid, appeared, to me personally known to be the same
persons whose names are subscribed to the foregoing instrument, and acknowledged that they executed said
instrument as their free and voluntary act and for the uses and purposes therein expressed.
WITNESS my hand and seal the same day and year last above given.

Commission Expires:

2/26/2011
Notary Public

