

PATENT ASSIGNMENT

Electronic Version v1.1

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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>Hagai Aronowitz</td><td>07/15/2008</td></tr><tr><td>Itzhack Goldberg</td><td>07/27/2008</td></tr><tr><td>Ron Hoory</td><td>07/16/2008</td></tr></tbody></table> | Name | Execution Date | Hagai Aronowitz | 07/15/2008 | Itzhack Goldberg | 07/27/2008 | Ron Hoory | 07/16/2008 | |
| Name | Execution Date | | | | | | | | |
| Hagai Aronowitz | 07/15/2008 | | | | | | | | |
| Itzhack Goldberg | 07/27/2008 | | | | | | | | |
| Ron Hoory | 07/16/2008 | | | | | | | | |
| 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 | | | | | | | | | |
| <table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12193182</td></tr></tbody></table> | Property Type | Number | Application Number: | 12193182 | | | | | |
| Property Type | Number | | | | | | | | |
| Application Number: | 12193182 | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | |
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| ATTORNEY DOCKET NUMBER: | IL920080066US1 | | | | | | | | |
| NAME OF SUBMITTER: | William E. Lewis | | | | | | | | |
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PATENT

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REEL: 021402 FRAME: 0667

ASSIGNMENT

Docket No. IL920080066US1

INVENTOR
AND CITY

Whereas, we

(1) **Hagai Aronowitz**
and (2) **Itzhack Goldberg**
and (3) **Ron Hoory**

of Petah-Tikva, Israel,
of Hadera, Israel,
of Haifa, Israel,

have invented certain improvements in

TITLE **SKIPPING RADIO/TELEVISION PROGRAM SEGMENTS**

DATES THAT
INVENTORS
SIGNED THE
DECLARATION

and executed, respectively, a United States patent application therefor on

(1) July 15, 2008, (2) July 27, 2008,
(3) July 16, 2008.

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

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, we, the above named, hereby sell, assign, and transfer to IBM, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for the United States and foreign countries, and in all foreign countries, and all rights of priority resulting from the filing of said United States application, and we request the Commissioner of Patents to issue any Letters Patent granted upon the inventions set forth in said application to IBM, its successors and assigns; and we hereby agree that IBM may apply for foreign Letters Patent on said 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


Hagai Aronowitz

on 15/7, 2008

ITZHACK GOLDBERG
Itzhack Goldberg

On 27/7, 2008


Ron Hoory

On 16/7, 2008