

CUSTOMER NO.: 24498

Docket No.: PU000108

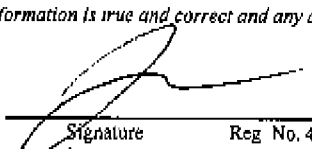
FORM PTO-1595
Rev. 01/17/2007U.S. DEPARTMENT OF COMMERCE
Patent and Trademark OfficeRECORDATION FORM COVER SHEET
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To the Honorable Director of the United States Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Thomson Licensing S.A.		2. Name and address of receiving party(ies): Name: THOMSON LICENSING	
Additional name(s) of conveying party(ies) attached: X No		Street: 46 Quai A. Le Gallo F-92100 Boulogne-Billancourt, France	
3. Nature of conveyance: X Assignment Merger Security Agreement Change of Name Other _____		Additional name(s) & address(es) attached? X No	
Execution Date: 8 April 2009			
4. Application number(s) or patent number(s): If this document is being filed together with a new application, the execution date of the application is:			
A. Patent Application No.(s): 10/381,860		B. Patent No.(s)	
Additional numbers attached? Yes No X			
5. Name and address of party to whom correspondence concerning document should be mailed: Name: ROBERT D. SHEDD Internal Address: PATENT OPERATIONS THOMSON LICENSING LLC SUITE 200 Street or PO Address: P. O. Box 5312 City: PRINCETON State: NEW JERSEY Zip: 08543-5312		6. Total number of applications and patents involved: 1	
		7. Total Fee (37 CFR 3.41): \$40.00 ____ Enclosed X Authorized to be charged to deposit account	
		8. Deposit account number: 07-0832	

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9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

<u>Joel M. Fogelson</u>		<u>April 8, 2009</u>
Name of Person Signing	Signature Reg. No. 43,613	Date
Total number of pages including cover sheet, attachments, and document 2		
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PATENT
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ASSIGNMENT

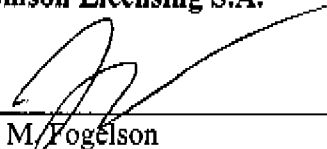
WHEREAS, **Thomson Licensing S.A.**, a corporation duly organized and existing under the laws of France, having offices at 46, Quai A. Le Gallo, F-92100 Boulogne-Billancourt, France and **THOMSON LICENSING**, a corporation organized and existing under the laws of France and having offices at 46, Quai A. Le Gallo, F-92100 Boulogne-Billancourt, France, entered into an agreement calling for the assignment of certain inventions, to **THOMSON LICENSING**;

NOW THEREFORE, **Thomson Licensing S.A.**, in consideration of the mutual covenants of said agreement, does hereby assign to **THOMSON LICENSING**, its successors and assigns, Thomson Licensing S.A.'s entire right, title and interest, for all countries and states, in and to, and including any right to claim priority of:

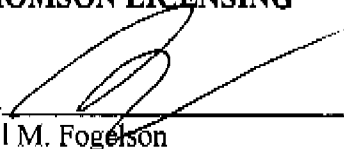
US Application No. 10/381,860, filed 28 March 2003

**Title: INTERNET MULTIMEDIA ADVERTISEMENT INSERTION SYSTEM
SELECTION ARCHITECTURE**

Thomson Licensing S.A.

By: 
Joel M. Fogelson
Sr. Patent Counsel, Reg. No. 43,613
Thomson Licensing Inc.
And Attorney in Fact for
Thomson Licensing S.A.

THOMSON LICENSING

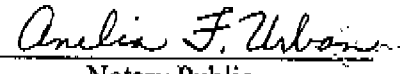
By: 
Joel M. Fogelson
Sr. Patent Counsel, Reg. No. 43,613
Thomson Licensing LLC
And Attorney in Fact for
THOMSON LICENSING

NOTARIAL CERTIFICATE

State of New Jersey)
) :ss
County of Middlesex)

I do hereby certify that Thomson Licensing S.A. and THOMSON LICENSING, mentioned in the foregoing Assignment, both having offices at the addresses listed above, are corporations organized and existing under the laws of the country of France, and that Joel M. Fogelson, who signed the foregoing Assignment this day, is fully authorized to execute the document on behalf of Thomson Licensing S.A. and THOMSON LICENSING respectively for this purpose.

Signed and sealed this 8th day of April 2009.


Notary Public

ANELIA F. URBAN
Notary Public of New Jersey
My Commission Expires May 14, 2012

After this Assignment has been recorded please RETURN to:

Patent Operations
Thomson Licensing LLC
PO Box 5312
Princeton, NJ 08543-5312

Rev. 07/2008

RECORDED: 04/08/2009

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** TOTAL PAGES: 02 **