

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
General Electric Company	12/30/2009
RECEIVING PARTY DATA	
Name:	NBC Universal, Inc.
Street Address:	100 Universal City Plaza
City:	Universal City
State/Country:	CALIFORNIA
Postal Code:	91608-1002
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	10138369
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 2:	Suite 648
Address Line 4:	Shelton, CONNECTICUT 06484
ATTORNEY DOCKET NUMBER:	125280 - 2
NAME OF SUBMITTER:	Roger C. Phillips
Total Attachments: 3 source=125280AssignmentGEtoNBC#page1.tif source=125280AssignmentGEtoNBC#page2.tif source=125280AssignmentGEtoNBC#page3.tif	

CH \$40.00 10138369

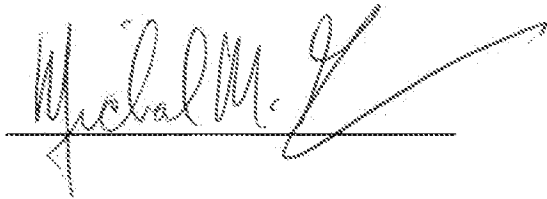
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PATENT
REEL: 023728 FRAME: 0310

ASSIGNMENT

For one U.S. dollar (US\$ 1) and other good and valuable consideration the receipt and sufficiency of which is acknowledged, General Electric Company, a New York Corporation, having a place of business at One River Road, Schenectady, NY 12345 (hereinafter "GE") hereby sells and assigns to NBC Universal, Inc., a Delaware Corporation having a place of business at 100 Universal City Plaza, Universal City, CA 91608-1002 (hereinafter "NBC Universal, Inc."), GE's entire right, title and interest in and to the patent application listed in Annex A ("GE Patent") and any and all applications for patent and patents therefrom in any and all countries, including all divisions, continuations, reexaminations and reissues thereof, but excluding all applications for patents and patents thereof for improvements to the inventions disclosed in the GE Patents. GE hereby sells and assigns to NBC Universal, Inc. GE's entire right and interest in all claims against third parties based on an infringement of the GE Patent, including the right to seek damages and an injunction based on such infringement.

General Electric Company



Name: Michael M. Gnibus
Director, Global Patent Operation

Date: December 30, 2009

Subscribed and sworn to before me this 30 day of December 2009.



Donna Pappas, Notary Public

Date Commission Expires: 12/31/2013

State of Connecticut, County of Fairfield

Annex A

Title	Filing Country	Serial No. (S/N) Patent No. (P/N)	Filing Date
METHOD, APPARATUS AND ARTICLE FOR DISPLAYING TARGETED CONTENT ON WEB PAGES BY PREDICTING THE GROUP MEMBERSHIP OF INDIVIDUAL VISITORS	US	10/138369	May 03, 2002

POWER OF AUTHORITY

Pursuant to the authority delegated to me by Paragraph (F) of the resolution relating to the Execution of Contracts and other Instruments adopted by the Board of Directors on April 26, 1988 (Revised December 20, 1991) (Minute #10855), I hereby delegate:

To, Michael Gribus, the authority to execute on behalf of General Electric Company licenses, contracts, assignments, releases, court pleadings and other instruments, relating to inventions, technology and to patent matters in any way related to the transfer of rights to inventions and technology from General Electric Company to NBC Universal, Inc.

Dated this 23rd day of December, 2009.



Carl B. Horton
Chief Intellectual Property Counsel