

**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	01/28/2011

**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: 52**

Property Type	Number
Application Number:	10335076
Application Number:	10389303
Application Number:	10418494
Application Number:	11273770
Application Number:	11397108
Application Number:	11536199
Application Number:	11538451
Application Number:	11552700
Application Number:	11557618
Application Number:	11765064
Application Number:	11765070
Application Number:	11831180
Application Number:	11864501
Application Number:	11864509
Application Number:	11864524

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Application Number:	11864535
Application Number:	11864544
Application Number:	11864548
Application Number:	11955463
Application Number:	11959332
Application Number:	12059438
Application Number:	12059466
Application Number:	12059943
Application Number:	12103364
Application Number:	12105821
Application Number:	12119714
Application Number:	12119715
Application Number:	12119796
Application Number:	12120425
Application Number:	12120427
Application Number:	12233705
Application Number:	12260540
Application Number:	12267778
Application Number:	12270272
Application Number:	12276433
Application Number:	12340935
Application Number:	12344615
Application Number:	12403739
Application Number:	12403882
Application Number:	12403930
Application Number:	12478356
Application Number:	12495022
Application Number:	12533066
Application Number:	12546114
Application Number:	12579474
Application Number:	12604834
Application Number:	12629345
Application Number:	12638254
Application Number:	12704578
Application Number:	12787114

Application Number:	12826780
Application Number:	12846884

**CORRESPONDENCE DATA**

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 Address Line 4: Houston, TEXAS 77269

ATTORNEY DOCKET NUMBER:	NBCU
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NAME OF SUBMITTER:	Patrick S. Yoder
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Total Attachments: 8  
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## PATENT ASSIGNMENT

**THIS PATENT ASSIGNMENT** ("Assignment"), effective as of January 28, 2011 ("Effective Date"), is from GENERAL ELECTRIC COMPANY, a corporation organized and existing under the laws of the State of New York ("Assignor"), to NBC UNIVERSAL, INC., a corporation organized and existing under the laws of the State of Delaware ("Assignee").

WHEREAS, Assignor and Assignee are parties to the Master Agreement, dated December 3, 2009 (as amended, restated or otherwise modified, the "Master Agreement");

WHEREAS, pursuant to the Master Agreement, Assignor agreed to deliver and transfer to Assignee all of Assignor's and the other NBCU Transferors' (as defined in the Master Agreement) right, title and interest in and to the patents, patent applications and open dockets listed in the attached Schedule A ("Assigned Patents");

WHEREAS, Assignee desires to acquire the Assigned Patents, and Assignor desires to assign the Assigned Patents to Assignee.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged:

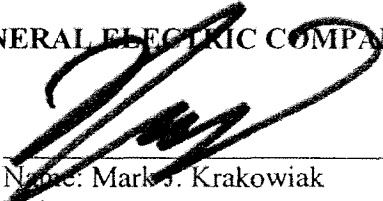
1. Assignor, on behalf of itself and the other NBCU Transferors, hereby sells, assigns and transfers to Assignee its and the other NBCU Transferors' entire worldwide right, title and interest in and to the Assigned Patents, any and all inventions and improvements claimed therein (including any and all inventions and improvements disclosed or described in the open dockets set forth on Schedule A), any and all continuation, divisional, reissue, amended or substitute patent applications claiming priority to or from the Assigned Patents, and the right to claim priority to and apply for patents in any and all countries on the inventions and improvements claimed in the Assigned Patents (including any and all inventions and improvements disclosed or described in the open dockets set forth on Schedule A), the same to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors, assigns and other legal representatives, to the end of the term or terms for which said Assigned Patents are granted or reissued or extended as fully and entirely as the same would have been held and enjoyed by Assignor and/or the other NBCU Transferors if this assignment and sale had not been made, as assignee of its and the other NBCU Transferors' entire right, title and interest therein, including, without limitation, all rights in and to all income, royalties, damages and payments now or hereafter due or payable with respect thereto, all causes of action (whether in law or in equity) with respect thereto, and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment, in all cases under this Paragraph 1 subject to the terms and conditions of the Master Agreement.
2. This Assignment is binding upon, and inures to the benefit of, the parties and their respective legal representatives, successors and assigns.
3. Assignor hereby requests the U.S. Commissioner of Patents and Trademarks and/or the applicable foreign authorities to record this Assignment.

4. It is understood that any finding of invalidity of one assignment as effected hereby shall not affect the assignment of other Assigned Patents.
5. All questions concerning the construction, validity and interpretation of this Assignment and the performance of the obligations imposed by this Assignment shall be governed by, and construed in accordance with, the laws of the State of New York without regard to the choice of law principles thereof.
6. Upon reasonable request by Assignee, and at Assignor's sole cost and expense, Assignor will execute (or cause the other NBCU Transferors to execute) additional documents and take (or cause the other NBCU Transferors to take) other actions as may be necessary or desirable to record or memorialize the assignments of the Assigned Patents set forth herein, and to vest in Assignee such right, title, and interest in and to the Assigned Patents as sold, assigned and transferred to Assignee hereunder.
7. No waiver, modification or change of any of the provisions of this Assignment shall be valid unless in writing and signed by the party against whom such claimed waiver, modification or change is sought to be enforced.

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IN WITNESS WHEREOF, the parties hereto, through their authorized representatives, have caused this Assignment to be duly executed and delivered as of the Effective Date.

**GENERAL ELECTRIC COMPANY**

By:   
Name: Mark J. Krakowiak  
Title: Vice President and Chief Risk Officer

**NBC UNIVERSAL, INC.**

By: \_\_\_\_\_  
Name: Lynn Calpeter  
Title: Executive Vice President and Chief  
Financial Officer

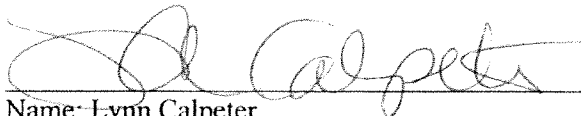
*[Signature Page to Patent Assignment Agreement]*

IN WITNESS WHEREOF, the parties hereto, through their authorized representatives, have caused this Assignment to be duly executed and delivered as of the Effective Date.

**GENERAL ELECTRIC COMPANY**

By: \_\_\_\_\_  
Name:  
Title:

**NBC UNIVERSAL, INC.**

By:   
Name: Lynn Calpeter  
Title: Executive Vice President and Chief  
Financial Officer

*[Signature Page to Patent Assignment Agreement]*

**SCHEDULE A**  
**ASSIGNED PATENTS**

See attached.



<b><u>GRC Issued U.S. Patents</u></b>			
	Issue Date	Patent No. (Application No.)	Title
1	1/26/2010	7653919 (11/286413)	Optical Article Having Anti-Theft Feature And A System And Method For Inhibiting Theft Of Same
2	7/20/2010	7760614 (11/864516)	Optical Article Having An Electrically Responsive Layer As An Anti-Theft Feature And A System And Method For Inhibiting Theft
3	9/21/2010	7802274 (11/611368)	Optical Data Storage Article Having A Physical Surface Modification As An Anti-Theft Feature And A System And Method For Inhibiting Theft Of Same

<b><u>GRC Pending U.S. Patent Applications</u></b>			
	Non- Prov. Filing Yr	Application No.	Title
1.	2002	10/335076	Apparatus and methods for scheduling events
2.	2003	10/389303	Methods and apparatus for scheduling broadcast commercials
3.	2003	10/418494	Methods and apparatus for scheduling broadcast commercial videotapes
4.	2005	11/273770	System And Method For Generating An Advertising Schedule
5.	2005	11/286280	Point-Of-Sale Activated Optical Media Using Electrochromic Layer
6.	2006	11/397108	Makegoods/Audience Deficiency Units (ADUs) optimization
7.	2006	11/536199	Point-of-sale-activated optical media with a microstructured optical layer
8.	2006	11/557618	Media theft prevention through polymer phase transformations
9.	2006	11/567271	Point-of-sale-activated optical media with a thermochromic layer
10.	2006	11/552700	A method of embedding video representing a product, advertisement, in the same video image as the program content
11.	2006	11/538451	Wirelessly-Powered Flexible Circuit

12.	2007	11/831180	Thermochromic Coating Compositions And Methods For Heating
13.	2007	11/864509	Optical Article Having An Electrically Responsive Layer As An Anti-Theft Feature And A System And Method For Inhibiting Theft
14.	2007	11/864501	Electrochromic Coating Formulations
15.	2007	11/864524	Method Of Printing Marks On An Optical Article
16.	2007	11/864535	Method Of Printing Marks On An Optical Article
17.	2007	11/864544	Limited Play Optical Article
18.	2007	11/864548	Limited Play Optical Article
19.	2007	11/955463	Accelerating Peer-to-Peer Content Distribution
20.	2007	11/765064	Virtual Markets For Selecting Answers To Open-Ended Questions
21.	2007	11/765070	Virtual Markets For Selecting Answers To Open-Ended Questions
22.	2007	11/959332	Preventing Market Manipulation in Information Markets
23.	2008	12/059438	Player-Readable Code on Optical Media
24.	2008	12/059466	Player-Readable Code on Optical Media
25.	2008	12/103364	Accelerating Peer-To-Peer Content Distribution
26.	2008	12/119715	Wired Method for POS Activation of Optical Media
27.	2008	12/119714	Wired Method for POS Activation of Optical Media
28.	2008	12/059943	Photobleachable Ink Formulation
29.	2008	12/105821	Photobleachable Ink Formulation
30.	2008	12/119796	Method and System for Managing DVD Activation
31.	2008	12/120427	Enhanced Security Of Optical Article
32.	2008	12/120425	Enhanced Security Of Optical Article
33.	2008	12/233705	A Method And System For Statistical Tracking Of Digital Asset Infringements On Peer-To-Peer Networks
34.	2008	12/260540	Modified DVD Packaging for Point-of-sale Activation of DVDs
35.	2008	12/270272	Combining Pre-mastered errors with printed spots on optical media
36.	2008	12/276433	System and method to detect and monitor forensic cues for movie anti-piracy
37.	2008	12/344615	Security Tag For Optical Media And Processes For Fabrication And Attachment

38.	2008	12/267778	System and Method for Capturing and Analyzing Web Usage Patterns
39.	2008	12/340935	Method and System for Mining Websites
40.	2009	12/403882	Thermochromic Ink And Coating Compositions
41.	2009	12/403739	Enhanced Security Of Optical Article
42.	2009	12/403930	Thermally Responsive Ink And Coating Composition
43.	2009	12/478356	A System For Real-Time Detection And Containment Of High-Risk Peer-To-Peer Piracy Swarms
44.	2009	12/533066	Facial Landmark Labeling Techniques and Systems
45.	2009	12/546114	System and method for near-optimal media sharing
46.	2009	12/579474	A method for improving video compression using dynamic learning and control
47.	2009	12/495022	Method for Identifying and Extracting Discussion around Products from Message Board Data
48.	2009	12/604834	Optical Storage Device Having Limited-Use Content and Method for Making Same
49.	2010	12/704578	Optical Article Having Anti-Theft Feature and a System and Method for Inhibiting Theft of Same
50.	2010	12/787114	System and Method for Web Mining and Clustering
51.	2009	12/579474	System and Method for Enhancing Data Compression Using Dynamic Learning and Control
52.	2009	12/629345	Method and Systems for Online Recommendation
53.	2010	12/826780	System and Method for Generating Web Analytic Reports
54.	2009	12/638254	System and Method for Intent Mining
55.	2010	12/846884	System and Method for Generating Web Analytic Reports