

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT												
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Douglas B. Macrae</td> <td>06/04/1999</td> </tr> <tr> <td>Thomas Edward Ward III</td> <td>06/04/1999</td> </tr> <tr> <td>Kenneth S. Hancock</td> <td>06/04/1999</td> </tr> <tr> <td>Jonathan B. Orlick</td> <td>07/12/1999</td> </tr> </tbody> </table>		Name	Execution Date	Douglas B. Macrae	06/04/1999	Thomas Edward Ward III	06/04/1999	Kenneth S. Hancock	06/04/1999	Jonathan B. Orlick	07/12/1999		
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<b>PROPERTY NUMBERS Total: 2</b>													
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<b>CORRESPONDENCE DATA</b>													
<p>Fax Number: (617)235-9492</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 617-951-7000</p> <p>Email: liseann.ruggeri-kalil@ropesgray.com</p> <p>Correspondent Name: Ropes &amp; Gray LLP</p> <p>Address Line 1: Prudential Tower - 800 Boylston Street</p> <p>Address Line 2: IPRM Docketing - 43rd floor</p> <p>Address Line 4: Boston, MASSACHUSETTS 02199</p>													
<b>ATTORNEY DOCKET NUMBER:</b>	UV-105 CONT & CONT 3												

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**PATENT**  
**REEL: 025878 FRAME: 0276**

NAME OF SUBMITTER:

Lise Ann Ruggeri-Kalil

Total Attachments: 4

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**ASSIGNMENT**

**WHEREAS, WE, DOUGLAS B. MACRAE, THOMAS EDWARD WARD, III, KENNETH S. HANCOCK AND JONATHAN B. ORLICK**, residing at 23 Cart Path Road, Weston, Massachusetts 02493; 3 Viles Street, Weston, Massachusetts 01776; 64 Stillwater Drive, Nashua, New Hampshire 03062; and 2236 Bess Avenue, Livermore, California 94550, respectively, have invented certain new and useful improvements disclosed in an application for United States Letters Patent entitled **PREMIUM CHANNEL PROMOTION SYSTEM AND METHOD**, filed April 16, 1999, Application No. 09/293,201.

**AND WHEREAS E GUIDE, INC.**, a California corporation, having a place of business at 9100 Wilshire Boulevard, 7th Floor, West Tower, Beverly Hills, California 90212 (hereafter, together with any successors, legal representatives or assigns thereof, called "ASSIGNEE") wants to acquire the entire right, title and interest in and to said improvements and application.

**NOW, THEREFORE**, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over to ASSIGNEE the entire right, title and interest in and to said improvements, and said application and all divisions and continuations thereof, and all United States Letters Patents which may be granted thereon and all reissues, reexaminations and extensions thereof, and all priority rights under all available International Agreements, Treaties and Conventions for the protection of intellectual property in its various forms in every participating country, and all applications for patents (including related rights such as utility-model registrations, inventor's certificates, and the like) heretofore or hereafter filed for said improvements in any foreign countries, and all patents (including all continuations, divisions, extensions, renewals, substitutes, and reissues thereof) granted for said improvements in any foreign countries; and we hereby authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for said improvements to ASSIGNEE in accordance with the terms of this Assignment;

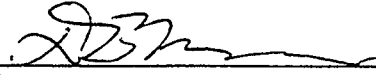
**AND WE HEREBY** covenant that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith;

**AND WE HEREBY** further covenant and agree that we will communicate to ASSIGNEE any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute and reissue applications, make all rightful oaths and generally do everything possible to aid ASSIGNEE to obtain and enforce proper patent protection for said improvements in all countries.

ASSIGNMENT  
Docket No. 34430

Joint

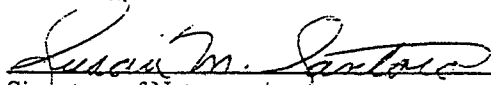
IN TESTIMONY WHEREOF, I hereunto set my hand this 4th day of JUNE, 1999.

  
\_\_\_\_\_  
Douglas B. Macrae

STATE OF Massachusetts )  
COUNTY OF Middlesex )

On JUNE 4th 1999, before me SUSAN M. SANTORO, Notary Public, personally appeared Douglas B. Macrae personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

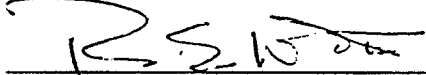
WITNESS my hand and official seal.

  
\_\_\_\_\_  
Signature of Notary

MY COMMISSION EXPIRES  
FEBRUARY 11, 2005

\*\*\*\*\*

IN TESTIMONY WHEREOF, I hereunto set my hand this 4th day of JUNE, 1999.

  
\_\_\_\_\_  
Thomas Edward Ward, III

STATE OF Massachusetts )  
COUNTY OF Middlesex )

On JUNE 4th 1999, before me SUSAN M. SANTORO, Notary Public, personally appeared Thomas Edward Ward, III personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my  
hand and official seal.

  
\_\_\_\_\_  
Signature of

Notary

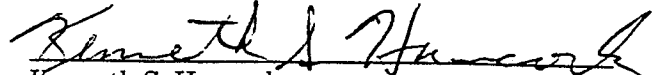
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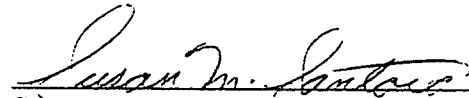
IN TESTIMONY WHEREOF, I hereunto set my hand this 4th day of JUNE, 1999.

  
Kenneth S. Hancock

STATE OF Massachusetts )  
COUNTY OF Middlesex )

On JUNE 4th 1999, before me SUSAN M. SANTORO, Notary Public, personally appeared **Kenneth S. Hancock** personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

  
Signature of Notary

MY COMMISSION EXPIRES  
FEBRUARY 11, 2005

\*\*\*\*\*

IN TESTIMONY WHEREOF, I hereunto set my hand this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_.

\_\_\_\_\_  
Jonathan B. Orlick

STATE OF \_\_\_\_\_ )  
COUNTY OF \_\_\_\_\_ )

On \_\_\_\_\_, before me \_\_\_\_\_, Notary Public, personally appeared **Jonathan B. Orlick** personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
Signature of Notary

LTR/mac  
MAC PAS186948.1\*5/21/99 1:38 pm

ASSIGNMENT  
Docket No. 34430

Joint

IN TESTIMONY WHEREOF, I hereunto set my hand this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_.

STATE OF \_\_\_\_\_ )  
COUNTY OF \_\_\_\_\_ )

\_\_\_\_\_  
Kenneth S. Hancock

On \_\_\_\_\_, before me \_\_\_\_\_, Notary Public, personally appeared **Kenneth S. Hancock** personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
Signature of Notary

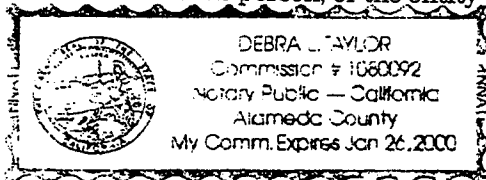
\*\*\*\*\*

IN TESTIMONY WHEREOF, I hereunto set my hand this 12<sup>th</sup> day of July, 1999.

Jonathan B. Orlick  
Jonathan B. Orlick

STATE OF \_\_\_\_\_ )  
COUNTY OF \_\_\_\_\_ )

On 12 July 1999, before me **Debra L. Taylor, Notary Public**, Notary Public, personally appeared **Jonathan B. Orlick** personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.



WITNESS my hand and official seal.

Debra L. Taylor  
Signature of Notary

LTR/mac

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