

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Execution Date
General Electric Company	01/28/2011
NBC Universal, Inc.	01/28/2011
NBC Universal Media, LLC	01/28/2011

RECEIVING PARTY DATA

Name:	NBCUniversal Media, LLC
Street Address:	1209 Orange Street
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801

PROPERTY NUMBERS Total: 27

Property Type	Number
Patent Number:	6792469
Patent Number:	6733950
Patent Number:	7783514
Patent Number:	6925051
Patent Number:	6991889
Patent Number:	7391691
Patent Number:	7419762
Patent Number:	7508499
Patent Number:	7653919
Patent Number:	7836179
Patent Number:	7802274
Patent Number:	7760614
Patent Number:	5481532

OP \$1080.00 6792469

Patent Number:	5859912
Patent Number:	6122015
Patent Number:	6292518
Patent Number:	6304299
Patent Number:	6417805
Patent Number:	6417890
Patent Number:	6437802
Patent Number:	6437832
Patent Number:	6459741
Patent Number:	6498627
Patent Number:	6519769
Patent Number:	6532495
Patent Number:	6538704
Patent Number:	6577353

CORRESPONDENCE DATA

Fax Number: (281)970-4503
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Email: howell@fyiplaw.com
Correspondent Name: Fletcher Yoder c/o NBC Universal, Inc.
Address Line 1: P.O. Box 692289
Address Line 4: Houston, TEXAS 77269

ATTORNEY DOCKET NUMBER:	NBCU PATENT ASSIGNMENT
NAME OF SUBMITTER:	Patrick S. Yoder

Total Attachments: 14
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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.

[THE REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK]

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]

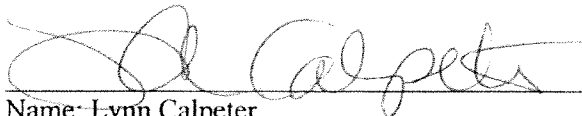
PATENT
REEL: 025935 FRAME: 0497

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.

Schedule A to Patent Assignment

<u>NBCU U.S. Issued Patents</u>					
	U.S. Patent Number	Filing Date	Issue Date	Title	Foreign Patents
1	5481532	29-Jun-94	2-Jan-96	Mobile Telecommunications Device And Service	
2	5859912	22-Mar-96	12-Jan-99	Digital information privacy system	
3	6112053	14-Jul-97	29-Aug-00	Television viewership monitoring system employing audio channel and synchronization information	
4	6122015	7-Dec-98	19-Sep-00	Method And Apparatus For Filtering Digital Television Signals	
5	6292518	21-Oct-99	18-Sep-01	Use Of 64-QAM Circuitry For Receiving And Decoding 8-VSB Signals	
6	6304299	30-Nov-98	16-Oct-01	System and method for mitigating multipath effects in television systems	
7	6417805	21-Oct-99	9-Jul-02	Three-dimensional channel sounder for DTV receivers	
8	6417890	21-Oct-99	9-Jul-02	Modulation of pilot tone amplitude in dtv broadcast for faster channel acquisition	
9	6437802	14-Jul-99	20-Aug-02	Throttler for rapid start-up of a broadcast automation system	
10	6437832	21-Oct-99	20-Aug-02	Mitigation of multipath using ultra wideband dtv overlay signal	
11	6459741	21-Oct-99	1-Oct-02	Implementation of N-VSB training sequences in N-squared QAM receiver structures	
12	6498627	21-Oct-99	24-Dec-02	Use of wideband DTV overlay signals for brevity signaling and public safety	
13	6519769	9-Nov-98	11-Feb-03	Audience measurement system employing local time coincidence coding	
14	6532495	27-Apr-99	11-Mar-03	Internet download enhancement system	
15	6538704	21-Oct-99	25-Mar-03	NTSC tuner to improve ATSC channel acquisition and reception	
16	6577353	21-Oct-99	10-Jun-03	Optimization of television reception by selecting among or combining multiple antenna inputs	

17	6792469	21-Mar-00	14-Sep-04	System and method for monitoring and controlling the production of audio and video streams	
18	6733950	14-Mar-01	11-May-04	Limited play data storage media and method for limiting access to data thereon	GB, FR, DE, NL, TW, TH, JP, CN, HK, KR, SG
19	6925051	1-Aug-03	2-Aug-05	Limited Play Data Storage Media and Associated Methods of Manufacture	
20	6991889	21-Jan-04	31-Jan-06	Limited play data storage media and method for limiting access to data thereon	
21	7391691	24-Aug-04	24-Jun-08	Method and Systems to Facilitate Copy Protection of Optical or Magnetic Media	
22	7419762	12-Nov-04	2-Sep-08	Limited play data storage media and method for limiting access to data thereon	
23	7508499	2-Mar-05	24-Mar-09	Methods for application of a tag onto a media article	CN, DE
24	none	31-Mar-03	24-Jun-09	Method for making limited play data storage media	GB #1500098
25	none	2-Nov-06	9-Jun-10	OPTICAL STORAGE DEVICE HAVING LIMITED-USE CONTENT AND METHOD FOR MAKING SAME	GB #2449186

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "NBC UNIVERSAL, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "NBC UNIVERSAL, INC." TO "NBC UNIVERSAL MEDIA, LLC", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF JANUARY, A.D. 2011, AT 8:30 O'CLOCK A.M.

2090232 8100V

110084492

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8524893

DATE: 01-28-11

PATENT
REEL: 025935 FRAME: 0502

CERTIFICATE OF CONVERSION OF
NBC UNIVERSAL, INC. TO
NBC UNIVERSAL MEDIA, LLC

This Certificate of Conversion, dated as of January 28, 2011, has been duly executed and is being filed by NBC Universal, Inc., a Delaware corporation (the "Converting Corporation"), to convert the Converting Corporation to NBC Universal Media, LLC (the "Resulting LLC") under the applicable provisions of Delaware Limited Liability Company Act (6 Del. C § 18-101, et seq.) and the General Corporation Law of Delaware (8 Del. C. § 101, et seq.) (the "DGCL").

1. The Converting Corporation was first incorporated on May 6, 1986 by means of filing a certificate of incorporation with the Secretary of State of the State of Delaware. The jurisdiction of the Converting Corporation at the time it was first time incorporated was the State of Delaware. The jurisdiction of the Converting Corporation immediately prior to the filing of this Certificate of Conversion is the State of Delaware.

2. The name of Converting Corporation immediately prior to the filing of this Certificate of Conversion is NBC Universal, Inc.

3. The name of the limited liability company into which the Converting Corporation shall be converted, as set forth in the limited liability company's certificate of formation, which is being filed concurrently with the Certificate of Conversion, is NBC Universal Media, LLC.

4. The conversion of the Converting Corporation to the Resulting LLC has been approved in accordance with the provisions of Sections 228 and 266 of the DGCL.

[Remainder of page intentionally left blank]

Signature Page to Certificate of Conversion

IN WITNESS WHEREOF, the undersigned has caused this
Certificate of Conversion to be executed as of the date first written above.

The "Converting Corporation":

NBC Universal, Inc.
a Delaware corporation

By: 

Name: John Apadula

Title: Vice President and Assistant Treasurer

Delaware

PAGE 2

The First State

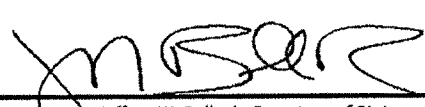
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "NBC UNIVERSAL MEDIA, LLC" FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF JANUARY, A.D. 2011, AT 8:30 O'CLOCK A.M.



2090232 8100V

110084492

You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8524893

DATE: 01-28-11

PATENT
REEL: 025935 FRAME: 0505

CERTIFICATE OF FORMATION

OF

NBC Universal Media, LLC

The undersigned, an authorized natural person, in order to form a limited liability company under and pursuant to the provisions of the Delaware Limited Liability Company Act, hereby certifies that:

1. The name of the limited liability company is NBC Universal Media, LLC.

2. The assigned registered office of the limited liability company is 1209 Orange Street, Wilmington, New Castle County, Delaware 19801.

3. The name of the assigned registered agent of the limited liability company is The Corporation Trust Company.

4. The Certificate of Formation shall be effective upon filing with the Secretary of State of the State of Delaware.

I, the undersigned, as an authorized person, for the purpose of forming a limited liability company pursuant to the Limited Liability Company Act of the State of Delaware, do make this certificate, hereby declaring and certifying that this is my act and deed and the facts herein stated are true, and accordingly have hereunto set my hand this 28th day of January, 2011.

By:



Name: John Apadula

Title: Authorized Person

Delaware

PAGE 1

The First State

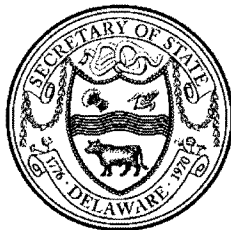
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "NBC UNIVERSAL MEDIA, LLC", CHANGING ITS NAME FROM "NBC UNIVERSAL MEDIA, LLC" TO "NBCUNIVERSAL MEDIA, LLC", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF JANUARY, A.D. 2011, AT 10:55 O'CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AMENDMENT IS THE TWENTY-NINTH DAY OF JANUARY, A.D. 2011, AT 12 O'CLOCK A.M.

2090232 8100

110090866

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8525503


DATE: 01-28-11

PATENT
REEL: 025935 FRAME: 0507

**STATE OF DELAWARE
CERTIFICATE OF AMENDMENT**

1. The name of the limited liability company is NBC Universal Media, LLC.
2. Article 1 of the Certificate of Formation of the limited liability company is hereby amended to read as follows:
 - “1. The name of the limited liability company is NBCUniversal Media, LLC.”
3. This Certificate of Amendment shall be effective at 12:00am January 29, 2011.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment on the 28th day of January, 2011.

By: 
Name: Lynn Calpeter
Title: Authorized Officer