

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
John S. Hendricks	01/17/2002
Alfred E. Bonner	01/29/2002
John S. McCoskey	02/04/2002
Michael L. Asmussen	01/17/2002
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Discovery Communications, Inc.
<b>Street Address:</b>	7700 Wisconsin Avenue
<b>City:</b>	Bethesda
<b>State/Country:</b>	MARYLAND
<b>Postal Code:</b>	20814-3522
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12731254
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(202)824-3001
<b>Phone:</b>	2028243000
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Correspondent Name:</b>	Michael S. Cuiello
<b>Address Line 1:</b>	1100 13th STREET, N.W.
<b>Address Line 2:</b>	Suite 1100
<b>Address Line 4:</b>	WASHINGTON, DISTRICT OF COLUMBIA 20005-4051
<b>ATTORNEY DOCKET NUMBER:</b>	0571/007412.01203
<b>NAME OF SUBMITTER:</b>	Michael Cuiello

**CH \$40.00 12731254**

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**PATENT  
 REEL: 027132 FRAME: 0262**

**Total Attachments: 5**

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ASSIGNMENT

WHEREAS, we, John S. Hendricks, of 8723 Persimmon Tree Road, Potomac, Maryland 20854, Alfred E. Bonner, 8300 Bradley Boulevard, Bethesda, Maryland 20817, John S. McCoskey, of 4692 N. Lariat Drive, Castle Rock, Colorado 80104, and Michael L. Asmussen of 2627 Meadow Hall Drive, Herndon, Virginia 20171, have invented certain new and useful improvements in a METHOD AND APPARATUS FOR TARGETING OF INTERACTIVE VIRTUAL OBJECTS, for which a nonprovisional application for Letters Patent of the United States has been filed, which may be identified in the United States Patent and Trademark Office by Serial No. 09/975,312, filed October 12, 2001; and

WHEREAS, Discovery Communications, Inc. ("DCI"), a corporation organized and existing under the laws of the State of Delaware, and having a business address at 7700 Wisconsin Avenue, Bethesda, Maryland 20814-3522, is desirous of acquiring the entire right, title and interest in and to said invention, said application and in, to and under any and all Letters Patent to be obtained therefor;

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00), other good and valuable consideration to us in hand paid by the said DCI, plus additional consideration, if any, that the shareholders of DCI might determine appropriate, we have sold, assigned and transferred, and by this writing, do hereby sell, assign and transfer unto said DCI, its successors and assigns, our entire right, title and interest in and to said invention, said application and the Letters Patent, both foreign and domestic, that may or shall issue, including all of my entire rights under International Conventions, and we do hereby authorize and request the Commissioner of Patents to issue said Letters Patent to the above mentioned Assignee in accordance herewith.

We hereby authorize said Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent, in its own name if desired, in any and all foreign countries, and additionally to claim the filing date of said United States application and/or otherwise take advantage of the provisions of International Conventions.

Upon Said Consideration, we do hereby covenant and agree with the said Assignee, its successors and assigns, that we will not execute any writing or do any act whatsoever conflicting with these presents, and that we or our executors or administrators will at any time upon reasonable request, at our then standard hourly or daily labor rate and at the expense of said Assignee, its successors or assigns, execute such additional writings and do such additional acts as said Assignee, its successors or assigns, may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, reissued or extended Letters Patent of the United States, or of any and all foreign countries on said invention, and in enforcing any rights occurring as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents.







IN WITNESS WHEREOF, we, John S. Hendricks, Alfred E. Bonner, John S. McCoskey, and Michael L. Asmussen have signed and delivered this Assignment on the dates set forth below.

Date: \_\_\_\_\_  
John S. Hendricks

Date: \_\_\_\_\_  
Alfred E. Bonner

Date: \_\_\_\_\_  
John S. McCoskey

Date: 1/17/02  
*Michael L. Asmussen*  
Michael L. Asmussen

STATE OF MARYLAND )

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

ss.

On this \_\_\_\_\_ day of \_\_\_\_\_, 2001, before me a Notary Public, personally appeared John S. Hendricks, known to me to be the person who executed the foregoing Assignment and acknowledged that he executed the same as his free act and deed.

SEAL

\_\_\_\_\_  
Notary Public

STATE OF MARYLAND )

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

ss.

On this \_\_\_\_\_ day of \_\_\_\_\_, 2001, before me a Notary Public, personally appeared Alfred E. Bonner, known to me to be the person who executed the foregoing Assignment and acknowledged that he executed the same as his free act and deed.

SEAL

\_\_\_\_\_  
Notary Public