

## PATENT ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT				
NATURE OF CONVEYANCE:	ASSIGNMENT				
CONVEYING PARTY DATA					
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Monte Duane Hayward</td> <td>10/19/2001</td> </tr> </tbody> </table>		Name	Execution Date	Monte Duane Hayward	10/19/2001
Name	Execution Date				
Monte Duane Hayward	10/19/2001				
RECEIVING PARTY DATA					
Name:	Singingfish.com, Inc.				
Street Address:	2401 Fourth Avenue, Suite 400				
City:	Seattle				
State/Country:	WASHINGTON				
Postal Code:	98121				
PROPERTY NUMBERS Total: 1					
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13399602</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13399602
Property Type	Number				
Application Number:	13399602				
CORRESPONDENCE DATA					
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Phone:	202-408-4000				
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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>					
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Address Line 1:	901 New York Avenue, NW				
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001-4413				
ATTORNEY DOCKET NUMBER:	10587.0216-01000				
NAME OF SUBMITTER:	Kimberly Slazer				
Total Attachments: 1 source=assignment_1#page1.tif					

OP \$40.00 13399602

ASSIGNMENT AND AGREEMENT

I hereby declare that I am the sole inventor (if only one inventor is named below) or one of \_\_\_\_\_ joint inventors (if plural inventors are named below) of the inventions relating to METHOD OF DISSEMINATING ADVERTISEMENTS USING AN

EMBEDDED MEDIA PLAYER PAGE

and described in **Docket No. PU010112** and the thereupon-based International (Patent Cooperation Treaty) Application for patent about to be filed or lately filed by said corporation naming me/us as inventor(s).

For valuable consideration received, I hereby sell, assign and transfer to **Singingfish.com, Inc.**, a corporation duly organized and existing under the laws of the state of Washington, its successors, and assigns my entire right, title and interest, for all countries in and to said inventions and application, and all the rights and privileges under any and all Patents that may be granted therefor, and any divisions, continuations, reissues and extensions thereof.

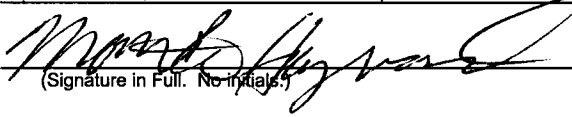
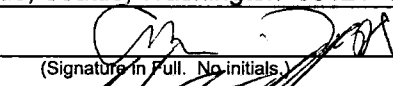
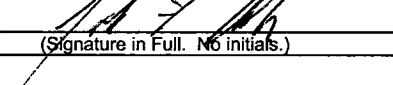
I agree that, when requested, I will, without charge to said corporation but at its expense, sign all papers, take all rightful oaths, make all rightful declarations and do all acts which may be necessary, desirable or convenient for securing and maintaining patents or other forms of protection for said inventions in any and all countries and for vesting title thereto in said corporation, its successors, assigns or nominees.

I agree that I will communicate to said corporation or its representatives any facts known to me respecting said inventions and when requested by said corporation and at its expense will testify in any legal proceedings, and generally do everything possible to aid said corporation, its successors, assigns and legal representatives or nominees, to obtain or enforce proper protection for said inventions in any and all countries.

I authorize and empower said corporation, its successors, assigns or nominees, to make application for patent or other form of protection for said inventions in its or their own name, or in my/our name, in any and all countries and to invoke and claim for any application for patent or other form of protection for said inventions filed by it or them, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from me.

I hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document which may be required in any country for any purpose and more particularly in proof of the right of the said corporation or its successors, assigns or nominees to apply for patent or other proper protection for said inventions, and to claim the aforesaid benefits of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it.

I covenant with **Singingfish.com, Inc.**, its successors, assigns, legal representatives, and nominees, that to the best of my knowledge the right, title and interest herein conveyed by me are free and clear of any encumbrance, and that I have full right to convey the same as herein expressed.

Signed at	<u>Seattle, Washington USA</u>	Date	<u>10-19-2001</u>
Inventor (1)	<u>MONTE DUANE HAYWARD</u> (Type or Print)		 (Signature in Full. No initials.)
Post Office Address	<u>Marvin Gardens, 2301 3<sup>rd</sup> Avenue, Seattle, Washington 98121 USA</u>		
1st Witness	<u>Austin Dahl</u> (Type or Print)		 (Signature in Full. No initials.)
2nd Witness	<u>Joseph F. Heel</u> (Type or Print)		 (Signature in Full. No initials.)
Signed at	_____	Date	_____
Inventor (2)	_____ (Type or Print)		_____ (Signature in Full. No initials.)
Post Office Address	_____		
1st Witness	_____ (Type or Print)		_____ (Signature in Full. No initials.)
2nd Witness	_____ (Type or Print)		_____ (Signature in Full. No initials.)
Signed at	_____	Date	_____
Inventor (3)	_____ (Type or Print)		_____ (Signature in Full. No initials.)
Post Office Address	_____		
1st Witness	_____ (Type or Print)		_____ (Signature in Full. No initials.)
2nd Witness	_____ (Type or Print)		_____ (Signature in Full. No initials.)

After this Assignment has been recorded please RETURN to: Patent Operations  
THOMSON multimedia Licensing Inc.  
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Princeton, NJ 08543-5312