

## PATENT ASSIGNMENT

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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>Steven J. Reynolds</td> <td>01/25/1999</td> </tr> <tr> <td>Robert A. Knee</td> <td>01/26/1999</td> </tr> <tr> <td>Michael D. Ellis</td> <td>01/25/1999</td> </tr> </tbody> </table>		Name	Execution Date	Steven J. Reynolds	01/25/1999	Robert A. Knee	01/26/1999	Michael D. Ellis	01/25/1999		
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Prevue Networks, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>7140 South Lewis Avenue</td> </tr> <tr> <td>City:</td> <td>Tulsa</td> </tr> <tr> <td>State/Country:</td> <td>OKLAHOMA</td> </tr> <tr> <td>Postal Code:</td> <td>74136</td> </tr> </table>		Name:	Prevue Networks, Inc.	Street Address:	7140 South Lewis Avenue	City:	Tulsa	State/Country:	OKLAHOMA	Postal Code:	74136
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Property Type	Number										
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CORRESPONDENCE DATA											
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ATTORNEY DOCKET NUMBER:	003597-0055-102/103/104										

CH \$120.00 7503055

NAME OF SUBMITTER:

Lily Jiang

Total Attachments: 2

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A S S I G N M E N T

WHEREAS, we, Steven J. Reynolds, Robert A. Knee, and Michael D. Ellis, respectively residing at 812 Altair Drive, Littleton, Colorado 80124, 747 Grissom Drive, Landsdale, Pennsylvania 19447, and 1300 Kingwood Place, Boulder Colorado 80304, have made an invention in:

SYSTEMS AND METHODS FOR ADVERTISING  
TELEVISION NETWORKS, CHANNELS, AND PROGRAMS

and have made application for United States Letters Patent therefor, the same having been filed in the United States Patent and Trademark Office on December 16, 1998 as United States Patent Application No. 09/217,100; and

WHEREAS, PREVUE NETWORKS, INC., a corporation organized and existing under the laws of the State of Delaware and having an office and place of business at 7140 South Lewis Avenue, Tulsa, Oklahoma 74136, is desirous of acquiring the entire interest in said invention, said United States patent application and in any Letters Patent which may issue thereon;

NOW, THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) paid to us, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we do hereby sell, assign and transfer unto the said PREVUE NETWORKS, INC., its successors, assigns and legal representatives, all right, title and interest in and to said invention and any improvements thereon for all countries of the world, and in and to said United States patent application, including any continuations and divisions thereof, and any substitute applications therefor, and including the right to claim

priority under the International Convention based on said patent application, and any patent which may issue thereon, and any reissues of the same; and all right, title and interest in and to every patent application filed or to be filed on said invention in any other country, including renewals, revivals, continuations and divisions thereof, and any substitute applications therefor, and any and all patents which may issue thereon, and any reissues and extensions of the same; and we hereby authorize and request competent authorities to grant and issue any and all patents on said invention to the said PREVUE NETWORKS, INC. as the assignee of the entire interest therein; and we further agree to execute upon request of the assignee such additional documents, if any, as are necessary and proper to secure patent protection on said invention throughout all countries of the world, and to otherwise give full effect to and perfect the rights of the assignee under this Assignment.

IN TESTIMONY WHEREOF, we have hereunto signed our names and affixed our seals on the date or dates indicated hereinafter.

1/25/99

Date



Steven J. Reynolds

1/26/99

Date



Robert A. Knee

1/25/99

Date



Michael D. Ellis