

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2669645

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
DAVID PHILLIP JOHNSON	03/03/2005
DAVID LOUIS KAMINSKY	03/04/2005
RECEIVING PARTY DATA	
Name:	International Business Machines Corporation
Street Address:	New Orchard Road
City:	Armonk
State/Country:	NEW YORK
Postal Code:	10504
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13613655
CORRESPONDENCE DATA	
Fax Number:	
Phone:	919-286-8000
Email:	marcisweda@mvalaw.com
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>	
Correspondent Name:	ESTHER F. QUEEN
Address Line 1:	430 DAVIS DR., SUITE 500
Address Line 4:	MORRISVILLE, NORTH CAROLINA 27560
ATTORNEY DOCKET NUMBER:	RSW920040132US2-198
NAME OF SUBMITTER:	ESTHER F. QUEEN
Signature:	/Esther F. Queen/
Date:	01/07/2014
Total Attachments: 1 source=014682-000198 Assignment for 13613655#page1.tif	

A S S I G N M E N T

Whereas, we,

(1) David Phillip Johnson
County of Wake

of Cary
and State of North Carolina

and

(2) David Louis Kaminsky
County of Orange

of Chapel Hill
and State of North Carolina

have invented certain improvements in

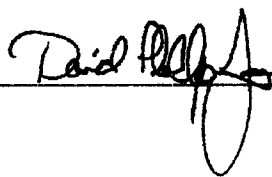
SEARCHABLE TELEVISION COMMERCIALS

and executed, respectively, a United States patent application therefore on
(Dates Inventors Signed Declaration) (1) March 3, 2005, and
(2) March 4, 2005.

Whereas, INTERNATIONAL BUSINESS MACHINES CORPORATION, a corporation of New York, having a place of business at Armonk, New York 10504, (hereinafter called IBM), desires to acquire the entire right, title and interest in the said application and invention, and to any United States and foreign patents to be obtained therefore;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, we, the above named, hereby sell, assign, and transfer to IBM, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for the United States and foreign countries, and all rights of priority resulting from the filing of said United States application, and we request the Commissioner of Patents to issue any Letters Patent granted upon the invention set forth in said application to IBM, its successors and assigns; and we hereby agree that IBM may apply for foreign Letters Patent on said invention and we will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by IBM.

(1) Signed at Durham, NC on March 3, 2005.



David Phillip Johnson

and (2) Signed at Durham, NC on March 4, 2005.



David Louis Kaminsky

PATENT