

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
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MILTON DIAZ PEREZ	07/28/2004
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Property Type	Number
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Application Number:	16730028
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Total Attachments: 1	
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ASSIGNMENT OF INVENTION & PATENT RIGHTS

As a below named Inventor and Assignor, having the residence, post office address and citizenship as stated below, I declare that:

I have invented a new and useful invention entitled:

**SYSTEM AND METHOD FOR MANAGING, CONVERTING AND DISPLAYING
VIDEO CONTENT ON A VIDEO-ON-DEMAND PLATFORM, INCLUDING ADS USED
FOR DRILL-DOWN NAVIGATION & CONSUMER-GENERATED CLASSIFIED ADS**

for which an application for patent is being filed in my name in the United States of America and/or under the Patent Cooperation Treaty and/or in other countries.

To all whom it may concern, I, for good and valuable consideration, receipt of which is hereby acknowledged, do hereby assign, sell, and transfer to the company or entity listed below, its successors, assigns and legal representatives, the entire right, title and interest in and to said invention, said patent application in the United States of America or under the Patent Cooperation Treaty or in other countries, and any patent(s) which may issue thereon, together with any division, continuation, extension, or reissue applications or patents thereof:

Assignee Company or Entity:

Broadband iTV, Inc.

~~900 Fort Street Mall, Suite 955 c/o Vantage Counsel, 733 Bishop St., Ste~~
~~Honolulu, HI 96813-~~
c/o Milton Diaz Perez
2251 Centro East, Tiburon, CA 94920

Ste--2500--

I agree to duly execute all papers necessary to secure any said patent(s) and said rights to said Assignee, and do request issuance of said patent(s) to said Assignee pursuant to this assignment.

INVENTOR: **Milton DIAZ PEREZ**

Dated: July 28, 2004
Signed At: _____



Mailing Address:
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