

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MILTON DIAZ PEREZ	06/26/2007
RECEIVING PARTY DATA	
Name:	BROADBAND ITV, INC.
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PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	16803496
Application Number:	16803523
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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:

**DYNAMIC ADJUSTMENT OF ELECTRONIC PROGRAM GUIDE DISPLAYS
BASED ON VIEWER PREFERENCES FOR MINIMIZING NAVIGATION
IN VOD PROGRAM SELECTION**

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.
c/o Vantage Counsel LLC
733 Bishop Street, Makai Tower, Suite 2500
Honolulu, HI 96813**

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:

June 26, 2007

Signed At:

TIBURON, CA


Mailing Address:

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Residence: Honolulu, HI

Citizen Of: USA