

3-27-01

04-13-2001

Form PTO 1595
(Rev. 6-93)

RECORD



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To the Honorable Commissioner of Pat
documents or copy thereof.

101662517

Name of conveying party(ies):

WALID S. IBRAHIM ALI
CORNELIS VAN ZON

Additional name(s) of conveying party(ies)
attached?

Yes No

2. Name and address of receiving party(ies)

Name: KONINKLIJKE PHILIPS ELECTRONICS N.V.

Internal Address: _____

Street Address: GROENEWOUDSEWEG 1

City: EINDHOVEN Country: THE NETHERLANDS

Additional name(s) & address(es) attached?

Yes No

3. Nature of conveyance:

Assignment Merger

Security Agreement

Change of Terms

Other _____

Execution Date: MARCH 15, 2001

09817981

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the
application, is MARCH 15, 2001

A. Patent Application No. (s)

B. Patent No. (s)

Additional numbers attached? Yes No

5. Name and address of party to whom
correspondence concerning document should be
mailed:

Name: PHILIPS ELECTRONICS NORTH AMERICA
CORPORATION

Internal Address: _____

Street Address: 580 White Plains Road

City: Tarrytown State: NY Zip: 10591

6. Total number of applications and patents
involved:

7. Total fee (37 CFR 3.41) ... \$40.00

Enclosed Authorized to
Deposit Account

8. Deposit Account Number: 14-1270

(Attach duplicate copy of this page paying
by deposit account)

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and
any attached copy is a true copy of the original document

Laurie E. Gathman, Reg.No. 37,520
Name of Person Signing

Laurie E. Gathman
Signature

3-27-01
Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:
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PTO 09/01/98
03/27/01

SOLE/JOINT ASSIGNMENT

Docket No. US 010013

For good and valuable consideration, I, as a below-named Assignor, hereby sell, assign, and transfer the entire right, title, and interest in the following to Koninklijke Philips Electronics N.V., a corporation organized under the laws of the Netherlands, having a place of business at Groenewoudseweg 1, 5621 BA, Eindhoven NL, its successors, assigns, and legal representatives, including any nominees (collectively "the Assignee"):

(1) my/our invention relating to "SYSTEM AND METHOD FOR OPTIMIZING CONTROL PARAMETER SETTINGS IN A CHAIN OF VIDEO PROCESSING ALGORITHMS" as described in the U.S. patent application

- executed concurrently herewith,
- executed on _____,
- filed in the United States Patent and Trademark Office on _____ as Serial Number _____,

(2) the foregoing application and all other U.S. and foreign patent applications based thereon, including divisions, continuations, reissues, and extensions, and

(3) all patents granted on these applications.

I will provide my cooperation to enable the Assignee to enjoy the foregoing right, title, and interest to the fullest extent. Upon request at the expense of the Assignee, I agree to execute all papers, take all rightful oaths, testify in all legal proceedings including patent prosecutorial actions and infringement actions, and do all other such acts which may be necessary, desirable, or convenient for securing and maintaining patents on the foregoing invention or for perfecting title thereto in the Assignee. I authorize and request that these patents be issued to the Assignee.

I certify that I have the full right to convey the above rights.

3/15/01 (signature) Walid _____, Assignor
 Date (printed name) Walid S. Ibrahim Ali

3/15/01 (signature) _____, Assignor
 Date (printed name) Cornelis van Zon

State of _____)
 County of _____)

On this 15th day of March, 2001 before me personally appeared Walid S. Ibrahim Ali and Cornelis van Zon, known to me to be the persons who executed the foregoing assignment and acknowledged to me that they executed this assignment of their own free will.

Jean C Provenzano
 Notary Public

My Commission Expires:

JEAN C. PROVENZANO
 NOTARY PUBLIC, State of New York
 No. 4609688
 Qualified in Westchester County
 Commission Expires May 31, 192001