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Attorney Docket No. 117459

31353 U.S. PTO  
10760671



Please record the attached original document or copy thereof.

1. A. Name of conveying party:

- 1) Qiong LIU  
2) Donald KIMBER  
3) Patrick CHIU  
4) Surapong LERTSITHICAI  
5) Chunyuan LIAO  
6) Hangjin ZHANG

1-21-04

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

☐ Yes ☒ No

2. A. Name and address of receiving party:

FUJI XEROX CO., LTD.  
17-22, AKASAKA 2-CHOME,  
MINATO-KU, TOKYO,  
JAPAN

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

☐ Yes ☒ No

3. A. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

B. Execution Date: 1), 3), 4) and 6) December 19, 2003  
2) January 13, 2004 and 5) January 16, 2004

10760671

4. A. If this document is being filed together with a new application, the execution date of the application is: 1), 3), 4) and 6) December 19, 2003 2) January 13, 2004 and 5) January 16, 2004

B. Patent Application No.(s) \_\_\_\_\_

C. Patent No.(s) \_\_\_\_\_

Additional numbers attached? ☐ Yes ☒ No

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

Name: James A. Oliff

Address: **OLIFF & BERRIDGE, PLC**  
**P.O. Box 19928**  
**Alexandria, VA 22320**

6. Total number of applications and patents involved: 1

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

B. Enclosed (Check No. 150279)

8. Credit any overpayment or charge any underpayment to deposit account number 15-0461.

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.

Date: January 21, 2004

James A. Oliff Registration No. 27,075  
Thomas J. Pardini Registration No. 30,411

01/27/2004 LHMILLER 00000025 10760671

01 FC:0021

Total number of pages including cover sheet, attachments, and document: 5

40.00 DP

PATENT  
REEL: 014911 FRAME: 0286

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, I/WE, the undersigned,

Qiong LIU, Donald KIMBER, Patrick CHIU, Surapong LERTSITHICHAI, Chunyuan LIAO, and Hangjin ZHANG

who have created a certain invention for which an application for United States Letters Patent has been executed concurrently herewith and is entitled

SYSTEMS AND METHODS FOR AUTHORIZING A MEDIA PRESENTATION

Do hereby sell, assign and transfer to FUJI XEROX CO., LTD., a corporation of JAPAN having a place of business at 17-22, Akasaka 2-chome, Minato-ku, Tokyo, JAPAN, its successors, assigns, and legal representatives, the full and exclusive right to said invention and said application and to any and all inventions described in said application for the United States, its territorial possessions and all foreign countries, and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States, its territorial possessions and all foreign countries; and in and to any and all continuations-in-part, continuations, divisions, substitutes, reissues, extensions thereof, and all other applications for Letters Patent relating thereto which have been or shall be filed in the United States, its territorial possessions and/or any foreign countries, and all rights, together with all priority rights, under any of the international conventions, unions, agreements, acts, and treaties, including all future conventions, unions, agreements, acts and treaties;

Agree that FUJI XEROX CO., LTD. hereinafter referred to as Assignee, may apply for and receive Letters Patent for said invention and said inventions, hereinafter referred to as said invention, in its own name, in the United States, its territorial possessions, and all foreign countries; and that, when requested to carry out in good faith the intent and purpose of this assignment, at the expense of said Assignee, its successors, assigns and legal representatives, the undersigned will execute all continuations-in-part, continuations, divisions, substitutes, reissues, extensions thereof, execute all rightful oaths, assignments, powers of attorney and other papers, testify in any legal or quasi legal proceedings; communicate to said Assignee, its successors, assigns or legal representatives all facts known to the undersigned relating to said invention and the history thereof; and generally do everything possible which said Assignee, its successors, assigns, or legal representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said invention and for vesting title to said invention and all applications for patents on said invention in said Assignee, its successors, assigns, or legal representatives; and

Covenant with said Assignee, its successors, assigns, or legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

IN TESTIMONY WHEREOF I have hereunto set MY signature on the date indicated below.

*Qiong Liu*

Date: 12/19/2003

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

*Donald Kimber*

Date: 12-19-2003

Date: \_\_\_\_\_

*Patrick Chiu*

Date: 12/19/2003

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Return Address: OLIFF & BERRIDGE, PLC  
P.O. Box 19928  
Alexandria, VA 22320

Rev 12-8-89  
(SOLE/JOINT/CONCURRENT)

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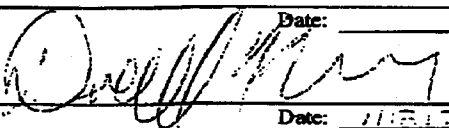
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IN TESTIMONY WHEREOF I have hereunto set MY signature on the date indicated below.

  
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P.O. Box 19928  
Alexandria, VA 22320

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IN TESTIMONY WHEREOF I have hereunto set MY signature on the date indicated below.

  
Date: 1/16/04

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