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To the Honorable Commissioner of Patents 103073030

and original documents or copy thereof.

S. 305

1. Name of conveying party(ies): DAGNACHEW BIRRU Additional name of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: KONINKLIJKE PHILIPS ELECTRONICS, N.V. Street Address: GROENEWOUDSEWEG 1 City: EINDHOVEN Country: THE NETHERLANDS Zip: 5621 BA Additional Name(s) & address(es) attached? Yes No

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other Execution Date: October 20, 2003

4. Application number(s) or patent number(s): If this document is being filed together with a new application, the execution data of the application is: October 20, 2003 A. Patent Application No.(s) 05/10/2005 LLANDGRA 00000085 141270 10533711 B. Patent No.(s) 05 FC:8021 40.00 DA Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning this document should be mailed: Name: PHILIPS RESEARCH Internal Address: Street Address: P.O. BOX 3001 City: BRIARCLIFF MANOR State: NY Zip: 10510-8001

6. Total number of applications and patents involved: 1 7. Total fee (37 CFR 3.41) \$ 40.00 Enclosed Authorized to be charged to deposit account

8. Deposit account number: 14-1270 (Attach duplicate copy of this page if 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. Name of Person Signing: Steven R. Petersen, Reg. 31,287 Signature: [Signature] Date: 10/2, 2005 Total number of pages including cover sheet, attachments, and documents: 2

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments, Alexandria, VA 22313 OR FAX TO: 703-306-5995

SOLE/JOINT ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, I/we, as a below-named Assignor(s), hereby sell, assign, and transfer the entire and exclusive right, title, and interest in the following to **Koninklijke Philips Electronics N.V.**, 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 **CONFIGURATION FOR IMPLEMENTING ENHANCED VSB ON THE STUDIO SIDE**

for which

[] a U.S. provisional application for patent will be filed in the United States Patent and Trademark Office,

[x] a U.S. provisional patent application was filed in the United States Patent and Trademark Office on **November 4, 2002**, having a Serial Number - 60/423,616, and **June 27, 2003**, having a Serial Number - 60/482,952.

(2) the foregoing application and all other United States, foreign and international patent applications associated therewith, based thereon, or claiming priority therefrom including, but not limited to, any and all provisionals, non-provisionals divisions, continuations, continuations-in-part, reexaminations, reissues, and extensions thereof, and

(3) the right to claim priority thereto, and the entire and exclusive right, title, and interest in and to any and all patents granted on these applications.

I/We authorize and request that the Patent Office officials in the United States and in any and all foreign countries to issues any and all Letters Patent when granted, solely to **Koninklijke Philips Electronics N.V.**, for its sole use, and that of its successors, assigns, and legal representatives.

I/we will provide my/our 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/we 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 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/We certify that I/we have the full right to convey the above rights.

04/10/03 (signature) _____, Assignor
Date (printed name) **DAGNACHEW BYRRU**

_____, Assignor
Date (signature) _____
(printed name)

_____, Assignor
Date (signature) _____
(printed name)