10-05-2006 U.S. DEPARTMENT OF COMMERCE Form PTO-1595 1 -2 1 -92 Patent and Trademark Office **3**12/809 Docket No. 103317632 To the Honorable Company of Patents and Trademarks. Please record the attached original documents or copy thereof 1. Name of conveying party(ies) 2. Name and address of receiving party Rick Dean Name: THX, Ltd. Internal Address Additional name(s) of conveying party(ies) attached?

Yes
No 3. Nature of conveyance: Street 1600 Los Gamos Dr., Suite 231, San Rafael, CA 94903 **X** Assignment Merger Security Agreement = Change of Name Other Additional name(s) & address(es) attached? Yes X No Execution Date: August 24, 2006 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: A. Patent Application No. 11/480,026 B. Patent No. Tes 🔀 No Additional Numbers attached? 6. Total number of applications and patents involved: 1 5. Name and address of party to whom correspondence concerning this document should be sent Name: K. David Crockett, Esq. 7. Total fee (37 CFR 3 41): \$ 40.00 Enclosed Internal Address: X Authorized to be charged to deposit account Street Address: Crockett & Crockett 8. Deposit Account Number: 03-3700 24012 Calle De La Plata, Suite 400 Please charge this Deposit Account if any additional fee is required. State: California ZIP 92653 City: Laguna Hills (Attach duplicate copy of this page if paying by deposit account.) DO NOT USE THIS SPACE 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 doepment September 26, 2006 Date: Total number of pages comprising cover sheet: OMB No. 0651-0011 (exp. 4/94)

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> PATENT REEL: 018360 FRAME: 0241

Assignment of Invention and Patent Application

For value received, I (We), the undersigned invassign, transfer, and set over unto THX, Ltd. and its successors or assigns (hereinafter ASSIC right, title and interest in and to the invention er	
Content Presentation Optimizer	
invented by ASSIGNOR(s) Rick Dean	
(B) the application for United States patent therefore filed herewith, or ★ the application number 11/480,026 (C) any patent or reissues of any patent that may which are continuations, continuations-in-part, ASSIGNOR authorizes ASSIGNEE to enter the Filing Date in the spaces above. ASSIGNOR all Patents and Trademarks to issue any resulting patents.	filed on June 29, 2006 y be granted thereon; and (D) any applications substitutes, or divisions of said application. e date of signature and/or Serial Number and lso authorizes and requests the Commissioner of
resulting from the above-identified application execute all papers, give any required testimony expense, as ASSIGNEE may require to enable A any resulting patent of the United States and co enforce, convey, and uphold the validity of said ASSIGNEE'S interest therein.	and to said invention in each and every country further conveys to ASSIGNEE all priority rights for United States patent. ASSIGNOR agrees to and perform other lawful acts, at ASSIGNEE'S ASSIGNEE to perfect ASSIGNEE'S interest in
Date: 8/24/2006	Inventor Rick Dean
Date:	Inventor
Date:	Inventor:
Date:	Inventor
Date:	Inventor

RECORDED: 09/26/2006

PATENT REEL: 018360 FRAME: 0242