

# PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Craig H. Seidel		04/11/2007
RECEIVING PARTY DATA		
Name:	Motion Picture Laboratories, Inc.	
Street Address:	130 Lytton Avenue	
City:	Palo Alto	
State/Country:	CALIFORNIA	
Postal Code:	94301	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	11734015	
CORRESPONDENCE DATA		
Fax Number:	(510)291-2985	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	510-547-3378	
Email:	dov@inventek.com	
Correspondent Name:	Dov Rosenfeld	
Address Line 1:	5507 College Avenue, #2	
Address Line 4:	Oakland, CALIFORNIA 94618	
ATTORNEY DOCKET NUMBER:	MOVIE101	
NAME OF SUBMITTER:	Dov Rosenfeld	
Total Attachments: 4 source=MOVIE101_Assignment#page1.tif source=MOVIE101_Assignment#page2.tif source=MOVIE101_Assignment#page3.tif source=MOVIE101_Assignment#page4.tif		

OP \$40.00 11734015

**500256811**

**PATENT**  
**REEL: 019146 FRAME: 0784**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): Seidel Application No.: 11/734,015 Filed: April 11, 2007 Title: ASSOCIATING RIGHTS TO MULTIMEDIA CONTENT	Group Art Unit: Examiner:
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**REQUEST FOR RECORDATION OF ASSIGNMENT**

Mail Stop Assignment Recordation Services  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Commissioner:

Enclosed herewith for recordation in the records of the U.S. Patent and Trademark Office is an original Assignment (or a copy of an original), an Assignment Cover Sheet, and \$40.00. Please record and return the Assignment.

Respectfully Submitted,

April 11, 2007  
Date

/Dov Rosenfeld/ #38687  
Dov Rosenfeld, Reg. No. 38687

Address for correspondence:

Dov Rosenfeld  
5507 College Avenue, Suite 2  
Oakland, CA 94618  
Tel. (510) 547-3378; Fax: (510) 291-2985

RECORDATION FORM COVER SHEET

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

PATENTS ONLY

Tab settings ⇨⇨⇨

To the honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Craig H. Seidel

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

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

Execution Date: April 11, 2007

2. Name and address of receiving party(ies)

Name: Motion Picture Laboratories, Inc.

Internal Address: \_\_\_\_\_

Street Address: 130 Lytton Avenue

City: Palo Alto State: CA Zip: 94301

Additional name(s) & address(es) ☐ Yes ☒ No

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: April 11, 2007

A. Patent Application No.(s) 11/734,015

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Dov Rosenfeld

Inventek

Internal Address: \_\_\_\_\_

Street Address: 5507 College Avenue, Suite 2

City: Oakland State: CA Zip: 94618

6. Total number of applications and patents involved: 1

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

☒ Payment is being submitted by EFS Web by credit card payment

☒ Authorized to be charged to deposit account

8. Deposit account number:

50-0292

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

DO NOT USE THIS SPACE

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.*

Dov Rosenfeld

Name of Person Signing

/Dov Rosenfeld/ #38687

Signature

April 11, 2007

Date

Total number of pages including cover sheet, attachments, and documents: 3

Mail documents to be recorded with required cover sheet information to:  
Mail Stop Assignment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

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Name of Person Signing

/Dov Rosenfeld/ #38687  
Signature

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Date

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PATENT  
REEL: 019146 FRAME: 0787

**ASSIGNMENT OF PATENT APPLICATION**

FOR GOOD AND VALUABLE CONSIDERATION, I, the undersigned have agreed and hereby agree to assign for good and valuable consideration, receipt of which is hereby expressly acknowledged, and do hereby sell, assign and transfer unto Motion Picture Laboratories, Inc., a corporation organized under the laws of Delaware as Assignee, and its successors, assigns and legal representatives, the entire right, title and interest, for all countries in and to certain inventions relating to ASSOCIATING RIGHTS TO MULTIMEDIA CONTENT

described in an application for Letters Patent of the United States, identified as Docket/Ref. No. MOVIE101, at Dov Rosenfeld, 5507 College Avenue, Suite 2, Oakland, CA 94618 and filed concurrent with recording of this assignment, unless the following is marked:     , and the invention(s) and improvement(s) set forth therein, and any and all continuations, continuations-in-part, divisionals, and renewals of and substitutes in any country for said application for said Letters Patent, and all the rights and privileges under any and all Letters Patent that may be granted therefor in any country, and any reissues, or reexaminations, or extensions of said Letters Patent. I request that any and all Letters Patent for said inventions be issued to said Assignee, its successors, assigns and legal representatives, or to such nominees as it may designate.

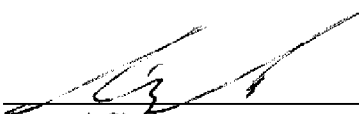
I agree that, when requested, I will, without charge to said Assignee but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing and maintaining patents for said inventions in any and all countries and for vesting title thereto in said Assignee, its successors, assigns and legal representatives or nominees.

I authorize and empower the said Assignee, its successors, assigns and legal representatives or nominees, to invoke and claim for any application for patent or other form of protection for said inventions filed by it or them, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from me.

I hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document which may be required in any country for any purpose and more particularly in proof of the right of the said Assignee or nominee to claim the aforesaid benefit of the right of priority provided by the International convention which may henceforth be substituted for it.

I covenant with said Assignee, its successors, assigns and legal representatives, that the rights and property herein conveyed are free and clear of any encumbrance, and that I have full right to convey the same as herein expressed.


IN WITNESS WHEREOF, I have hereunto signed my name on the day and year set forth below.

  
\_\_\_\_\_  
Inventor's Signature

April 11, 2007  
\_\_\_\_\_  
DATE

Inventor's Printed Name: Craig H. Seidel

On this day of April 11, 2007 before me personally came the above named Craig H. Seidel who is personally known by me or proved to me on the basis of satisfactory evidence to be the same individual who executed the foregoing assignment, and who acknowledged to me that he/she executed the same of his/her own free will for the use and purposes therein set forth.

  
\_\_\_\_\_  
Witness No. 1  
Printed Name of Witness: M. Kip Welch