

## PATENT ASSIGNMENT

Electronic Version v1.1

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| SUBMISSION TYPE:  | NEW ASSIGNMENT                |               |                |                     |            |               |            |             |            |
|---|-------------------------------|---------------|----------------|---------------------|------------|---------------|------------|-------------|------------|
| NATURE OF CONVEYANCE:   | ASSIGNMENT                    |               |                |                     |            |               |            |             |            |
| CONVEYING PARTY DATA  |                               |               |                |                     |            |               |            |             |            |
| <table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Hung-Kai Shih</td><td>07/30/2007</td></tr><tr><td>Shih-Chang Hu</td><td>07/30/2007</td></tr><tr><td>Chih-Wei Ko</td><td>07/30/2007</td></tr></tbody></table> |                               | Name          | Execution Date | Hung-Kai Shih       | 07/30/2007 | Shih-Chang Hu | 07/30/2007 | Chih-Wei Ko | 07/30/2007 |
| Name  | Execution Date                |               |                |                     |            |               |            |             |            |
| Hung-Kai Shih   | 07/30/2007                    |               |                |                     |            |               |            |             |            |
| Shih-Chang Hu   | 07/30/2007                    |               |                |                     |            |               |            |             |            |
| Chih-Wei Ko   | 07/30/2007                    |               |                |                     |            |               |            |             |            |
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| Internal Address:   | Science-Based Industrial Park |               |                |                     |            |               |            |             |            |
| City:   | Hsin-Chu                      |               |                |                     |            |               |            |             |            |
| State/Country:  | TAIWAN                        |               |                |                     |            |               |            |             |            |
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| PROPERTY NUMBERS Total: 1   |                               |               |                |                     |            |               |            |             |            |
| <table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11837582</td></tr></tbody></table>  |                               | Property Type | Number         | Application Number: | 11837582   |               |            |             |            |
| Property Type   | Number                        |               |                |                     |            |               |            |             |            |
| Application Number:   | 11837582                      |               |                |                     |            |               |            |             |            |
| CORRESPONDENCE DATA   |                               |               |                |                     |            |               |            |             |            |
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| NAME OF SUBMITTER:  | Daniel R. McClure             |               |                |                     |            |               |            |             |            |
| Total Attachments: 2  |                               |               |                |                     |            |               |            |             |            |

OP \$40.00 11837582

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PATENT  
REEL: 019683 FRAME: 0179



## ASSIGNMENT

WHEREAS, Hung-Kai SHIH, Shih-Chang HU and CHih-Wei KO  
hereafter referred to as ASSIGNOR, has/have invented certain new and useful improvements as  
described and set forth in the below identified application for United States Letters Patent:

Title: SYSTEMS AND METHODS FOR CREATING EMBEDDED TARGET IMAGES

Filed: \_\_\_\_\_ Serial No. \_\_\_\_\_

Executed on: July 30, 2007

WHEREAS, MediaTek Inc. of No. 1, Dusing Rd. 1<sup>st</sup>, Science-  
Based Industrial Park, Hsin-Chu 300, Taiwan, R.O.C. hereinafter  
referred to as ASSIGNEE, is desirous of acquiring ASSIGNOR'S interest in the said invention  
and application and in any U.S. Letters Patent which may be granted on the same;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for  
good and valuable consideration, receipt of which is hereby acknowledged by Assignor,  
Assignor has/have sold, assigned and transferred, and by these presents does/do sell, assign and  
transfer unto the said Assignee, and Assignee's successors and assigns, all his/her/their rights,  
title and interest in and to the said invention and application and all future improvements  
thereon, and in and to any Letters Patent which may hereafter be granted on the same in the  
United States, the said interest to be held and enjoyed by said Assignee as fully and exclusively  
as it would have been held and enjoyed by said Assignor had this Assignment and transfer not  
been made, to the full end and term of any Letters Patent which may be granted thereon, or of  
any division, renewal, continuation in whole or in part, substitution, conversion, reissue,  
prolongation or extension thereof.

Assignor further agrees/agree that he/she/they will, without charge to said  
Assignee, but at Assignee's expense, cooperate with Assignee in the prosecution of said  
application and/or applications, execute, verify, acknowledge and deliver all such further  
papers, including applications for Letters Patent and for the reissue thereof, and instruments of  
assignment and transfer thereof, and will perform such other acts as Assignee lawfully may  
request, to obtain or maintain Letters Patent for said invention and improvement, and to vest  
title thereto in said Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignor has/have signed his/her/their name(s) on the  
date(s) indicated.

Hung-Kai Shih  
Hung-Kai SHIH

July 30, 2007  
Date: July 30, 2007

Shih-Chang Hu  
Shih-Chang HU

July 30, 2007  
Date: July 30, 2007

Ko, Chih-Wei  
Chih-Wei KO

July 30, 2007  
Date: July 30, 2007