

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Sten Hakan Minor	08/28/2007
RECEIVING PARTY DATA	
Name:	Sony Ericsson Mobile Communications AB
Street Address:	Nya Vattentorget
City:	Lund
State/Country:	SWEDEN
Postal Code:	SE-221 88
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11845998
CORRESPONDENCE DATA	
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Address Line 2:	Suite 600
Address Line 4:	Raleigh, NORTH CAROLINA 27612
ATTORNEY DOCKET NUMBER:	9342-403
NAME OF SUBMITTER:	Betty-Lou Rosser
Total Attachments: 2 source=9342403Assn#page1.tif source=9342403Assn#page2.tif	

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PATENT  
REEL: 019756 FRAME: 0183

**ASSIGNMENT**

THIS ASSIGNMENT, made by me, **Sten Hakan Minor**, a citizen of Sweden, residing at Vallmovagen 12, 227 38 Lund, Sweden;

WITNESSETH: That,

WHEREAS, I am the sole inventor of certain new and useful improvements in **METHODS, DEVICES, AND COMPUTER PROGRAM PRODUCTS FOR PROVIDING UNOBTRUSIVE VIDEO ADVERTISING CONTENT**, for which an application has been filed, or is being concurrently filed, in the United States Patent and Trademark Office. I hereby authorize and request Myers Bigal Sibley & Sajovec, P.A., to insert here in parentheses (Application No. 11/845 998, filed August 28, 2007) the filing date and application number of said application when known or to file this Assignment concurrently with the application; and

WHEREAS, **Sony Ericsson Mobile Communications AB**, incorporated under the laws of Sweden, having a principal place of business at Nya Vattentornet, SE-221 88, Lund, Sweden, hereinafter referred to as assignee, is desirous of acquiring the entire right, title, and interest in and to said invention as described in said provisional application, and in and to any and all Letters Patent which shall be granted therefor in the United States of America and all foreign countries;

NOW, THEREFORE, To Whom It May Concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I have sold and by these presents do hereby sell, assign, transfer, and convey unto the said assignee, its successors and assigns, the entire right, title, and interest in and to the said invention and provisional application, and in and to any and all subsequent patent applications which claim the benefit of priority from said provisional application including regular utility, continuations, and continuations-in-part, or divisions thereof, and in and to any and all Letters Patent of the United States of America and all foreign countries or reissues or other forms of protection thereof which may be granted for the invention in or on applications claiming the benefit of priority from said provisional application, for the full end of the term for which said Letters Patent may be granted along with any term extensions thereof or therefor, together with the right to claim the benefit of priority from said application in all foreign countries in accordance with the International Convention, the same to be held and enjoyed by said assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by me if this assignment and sale had not been made.

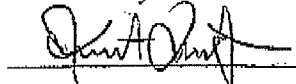
I further covenant and agree that, at the time of the execution and delivery of these presents, I possess full title to the invention and provisional application above-mentioned, and that I have the unencumbered right and authority to make this assignment.

I further covenant and agree to communicate to said assignee or its representatives any facts known to me relating to said invention, to testify in any interference or legal proceedings involving said invention, to execute any additional papers which may be requested to confirm the right of the assignee, its representatives, successors, or assigns to secure patent or similar protection for the said invention in all countries and to vest in the assignee complete title to the said invention and Letters Patent, without further compensation, but at the expense of said assignee, its successors, assigns, and other legal representatives; and I hereby instruct, and further covenant and agree to bind my heirs, legal representatives, and assigns, to do same, without further compensation, but at the expense of said assignee or its representatives.

IN WITNESS WHEREOF, I have hereunto set my hand and seal on this 28 day of August, 2007.

  
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Sten Hakan Minor (SEAL)

Witnessed by:

  
\_\_\_\_\_

Date: August 28, 2007