

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>JOHN TOEBES</td><td>11/26/2007</td></tr><tr><td>XIAORONG TAI</td><td>11/20/2007</td></tr></tbody></table>	Name	Execution Date	JOHN TOEBES	11/26/2007	XIAORONG TAI	11/20/2007	
Name	Execution Date						
JOHN TOEBES	11/26/2007						
XIAORONG TAI	11/20/2007						
RECEIVING PARTY DATA							
Name:	Cisco Technology, Inc.						
Street Address:	170 West Tasman Drive						
City:	San Jose						
State/Country:	CALIFORNIA						
Postal Code:	95134-1706						
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>11945434</td></tr></tbody></table>	Property Type	Number	Application Number:	11945434			
Property Type	Number						
Application Number:	11945434						
CORRESPONDENCE DATA							
Fax Number:	(202)887-0336						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	(202) 261-1059						
Email:	turkevich@mdslaw.com						
Correspondent Name:	Leon R. Turkevich						
Address Line 1:	2000 M Street, N.W.						
Address Line 2:	Suite 700						
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036-3307						
ATTORNEY DOCKET NUMBER:	10-093						
NAME OF SUBMITTER:	Leon R. Turkevich						
Total Attachments: 2 source=Assignment_10-093#page1.tif source=Assignment_10-093#page2.tif							

CH \$40.00 11945434

PATENT

500405837

REEL: 020159 FRAME: 0193

Docket No.: 10-093

Application No. 11/945,434, filed November 27, 2007

ASSIGNMENT

WHEREAS WE, JOHN TOEBES of Cary, North Carolina, and XIAORONG TAI of Cary, North Carolina, have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled PROTECTING COMMERCIALS WITHIN ENCODED VIDEO CONTENT, executed by us on the date of execution of this document, as shown below, and filed concurrently herewith;

AND WHEREAS, Cisco Technology, Inc., a corporation of the State of California and having an address of 170 West Tasman Drive, San Jose, CA 95134-1706 is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, I do hereby sell, assign, transfer and set over unto Cisco Technology, Inc., its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, I hereby agree with the said assignee that I will not execute any writing or do any act whatsoever conflicting with these presents, and that I will, at any time upon request, without further or additional consideration but at the expense of said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or causes in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and assignee;

AND I request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Cisco Technology, Inc., its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

The undersigned hereby authorize(s) Leon R. Turkevich of 2000 M Street N.W., Suite 700, Washington, DC 20036 (and the attorneys of USPTO Customer No. 23164) to insert hereon any further identification necessary or desirable for recordation of this document.

11/26/2007

Date


JOHN TOEBES11/26/2007 Lisa L Bobbitt
Date Witness 1 SignatureLISA L BOBBITT
Witness 1 Printed Name11/26/07 
Date Witness 2 SignatureAaron Sarazan
Witness 2 Printed Name

Docket No.: 10-093

Application No. 11/945,434, filed November 27, 2007

11/20/2007

Date

Xiaorong Tai

XIAORONG TAI

11/20/2007

Date

Witness 1 Signature

Bryan. Turner

Witness 1 Printed Name

Mark L. Craig, Jr.

Date

Witness 2 Signature

MARK L. CRAIG, JR.

Witness 2 Printed Name

