

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Gary A. Demos | 08/15/2000 |
| RECEIVING PARTY DATA | |
| Name: | DEMOGRAFX |
| Street Address: | 3205 Ocean Park Boulevard |
| Internal Address: | Suite 100 |
| City: | Santa Monica |
| State/Country: | CALIFORNIA |
| Postal Code: | 90405 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 10814350 |
| CORRESPONDENCE DATA | |
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| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
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| ATTORNEY DOCKET NUMBER: | 07314-005002 |
| NAME OF SUBMITTER: | Andrea Turner |
| Total Attachments: 1 source=07314-005002-Assignment1#page1.tif | |

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ASSIGNMENT

For valuable consideration, I, GARY A. DEMOS of Culver City, CA, hereby assign to DEMOGRAFX, a corporation having a place of business at: 3205 Ocean Park Boulevard, Suite 100, Santa Monica, CA 90405 and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by me, entitled ENHANCED TEMPORAL AND RESOLUTION LAYERING IN ADVANCED TELEVISION, filed April 7, 2000, and assigned U.S. Serial Number 09/545,233, and I authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and I authorize the Assignee to apply in all countries in my name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and I agree for myself and my respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Date: 15 AUG 2000


GARY A. DEMOS

PATENT

RECORDED: 03/17/2008

REEL: 020629 FRAME: 0031