

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Avi Pravash		01/15/2008
RECEIVING PARTY DATA		
Name:	Zoran Corporation	
Street Address:	1390 Kifer Road	
City:	Sunnyvale	
State/Country:	CALIFORNIA	
Postal Code:	94086	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	11963629	
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NAME OF SUBMITTER:	Martina Placid	
Total Attachments: 2 source=80163114#page1.tif source=80163114#page2.tif		

OP \$40.00 11963629

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PATENT
REEL: 020633 FRAME: 0970

ASSIGNMENT OF PATENT APPLICATION

Attorney Docket No.: 3551P081

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I/we, the undersigned, Avi Parash

hereby sell, assign, and transfer to Zoran Corporation

a corporation of Delaware

(Type of Assignee: e.g., corporation, company, partnership, university, etc.)

having a principal place of business at 1390 Kifer Road, Sunnyvale, CA 94086 US

("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions or improvements that are disclosed in the application (provisional or non-provisional) for the United States patent which may have a declaration executed by the undersigned prior hereto or concurrently herewith and is entitled PORTABLE MULTIMEDIA OR ENTERTAINMENT STORAGE AND PLAYBACK DEVICE WHICH STORES AND PLAYS BACK CONTENT WITH CONTENT-SPECIFIC USER PREFERENCES

said patent application also identified as follows (when known):

[I/we hereby authorize an attorney or agent for said Assignee to insert below the application number and filing date of said patent application when known.]

United States Patent Application Number 11/963,629 filed December 21, 2007

and in and to said application (provisional or non-provisional) and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said inventions or improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said inventions or improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said inventions or improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said inventions or improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said inventions or improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements, and all applications for patents and all patents on said inventions or improvements, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

15/1 2008
Date

[Signature]
Signature

Avi Parash
Printed/Typed Name

Assignment Document Return Address:
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