

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
William Pat Price	09/04/2008
Timothy J Elliott	09/04/2008
Marcus P Apitz	09/04/2008
Peter J Schwartz	09/04/2008
Jeffrey Briller	09/04/2008
RECEIVING PARTY DATA	
Name:	Vizio, Inc
Street Address:	39 Tesla
City:	Irvine
State/Country:	CALIFORNIA
Postal Code:	92618
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12204522
CORRESPONDENCE DATA	
Fax Number:	(858)756-7717
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	858 756 7778
Email:	harris@schiplaw.com
Correspondent Name:	Law Office of Scott C Harris Inc
Address Line 1:	PO Box 1389
Address Line 4:	Rancho Santa Fe, CALIFORNIA 92067
ATTORNEY DOCKET NUMBER:	VIZIO17
NAME OF SUBMITTER:	Scott C Harris

CH \$40.00 12204522

500708183

**PATENT**  
**REEL: 021854 FRAME: 0222**

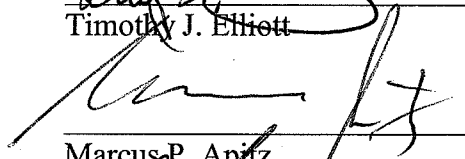
Total Attachments: 2  
source=signedass#page1.tif  
source=signedass#page2.tif

ASSIGNMENT

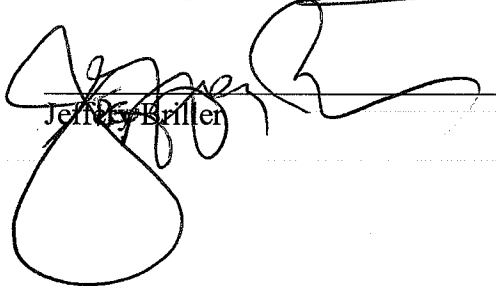
For valuable consideration, we, William Pat Price of Rhome, Texas, Timothy J Elliott of Huntington Beach, Ca, Marcus Apitz of Yorba Linda, Ca, Peter Schwartz of Fullerton, Ca, and ~~Jeffrey~~ Jeffery Briller of Sherman Oaks, Ca hereby assign to Vizio, Inc, , having a place of business at 39 Tesla, Irvine, Ca 92618 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 us, entitled Metadata driven control of navigational speed through a user interface, which was filed on August 13, 2008 as Application Serial No. 12/204522, and we 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 we authorize the Assignee to apply in all countries in our 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 we agree for ourselves and our 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.

  
\_\_\_\_\_  
William Pat Price      9/4/2008  
date

  
\_\_\_\_\_  
Timothy J. Elliott      9/4/2008  
date

  
\_\_\_\_\_  
Marcus P. Apitz      9/4/08  
date

  
\_\_\_\_\_  
Peter I. Schwartz      9/4/08  
date

  
\_\_\_\_\_  
Jeffrey Briller      9/4/08  
date