

## 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>Anantha PRADEEP</td><td>01/16/2009</td></tr><tr><td>Robert T. KNIGHT</td><td>01/16/2009</td></tr><tr><td>Ramachandran GURUMOORTHY</td><td>01/16/2009</td></tr></tbody></table>	Name	Execution Date	Anantha PRADEEP	01/16/2009	Robert T. KNIGHT	01/16/2009	Ramachandran GURUMOORTHY	01/16/2009	
Name	Execution Date								
Anantha PRADEEP	01/16/2009								
Robert T. KNIGHT	01/16/2009								
Ramachandran GURUMOORTHY	01/16/2009								
RECEIVING PARTY DATA									
Name:	NeuroFocus, Inc.								
Street Address:	1200 5th Street								
City:	Berkeley								
State/Country:	CALIFORNIA								
Postal Code:	94710								
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>12357322</td></tr></tbody></table>	Property Type	Number	Application Number:	12357322					
Property Type	Number								
Application Number:	12357322								
CORRESPONDENCE DATA									
Fax Number:	(510)663-0920								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
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ATTORNEY DOCKET NUMBER:	NFCSP023								
NAME OF SUBMITTER:	G. Audrey Kwan								
Total Attachments: 1 source=NFCSP023_Assignment_executed#page1.tif									

CH 12357322 \$40.00

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PATENT  
REEL: 022135 FRAME: 0273

**ASSIGNMENT OF PATENT APPLICATION**

Whereas I, an undersigned inventor, have invented certain new and useful improvements as set forth in the patent application entitled:

**METHODS AND APPARATUS FOR PROVIDING PERSONALIZED MEDIA IN VIDEO**

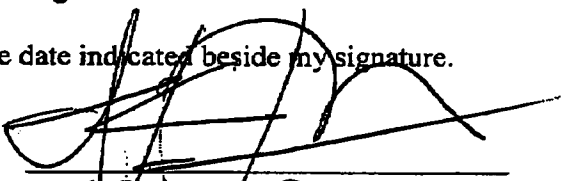
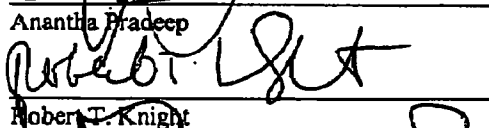
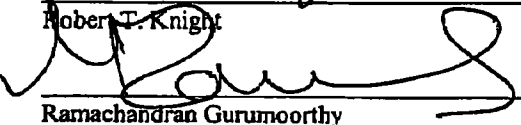
(Atty. Docket No. NFCSP023), (check one)

- ☒ for which I have executed a U.S. patent application on even date herewith. (Accompanying)  
☐ which bears U.S. application No. \_\_\_\_\_. (Not accompanying)  
☐ which is a U.S. provisional application. (Accompanying)

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

- 1) Sell, assign and transfer to NeuroFocus, Inc., a California corporation having a place of business at 1200 5th Street, Berkeley, CA 94710 ("ASSIGNEE"), the entire right, title and interest in any and all improvements and inventions disclosed in, applications based upon, and patents granted upon (including foreign patents and the right to claim priority), the above-referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding upon the inventor, as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I have not entered and will not enter into any assignment, contract, or understanding that conflicts with this assignment.
- 6) Authorize and request my attorney/agent to insert above the application No. in order to assist with recordal of this assignment.

Signed on the date indicated beside my signature.

- 1) Signature:   
Typed Name: Anantha Pradeep
- 2) Signature:   
Typed Name: Robert T. Knight
- 3) Signature:   
Typed Name: Ramachandran Gurumoorthy

Date: 1-16-09

Date: 1-16-09

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