

PATENT ASSIGNMENT

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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>Mark Julian RUSSELL</td><td>11/24/2008</td></tr><tr><td>Clive Henry GILLARD</td><td>11/24/2008</td></tr><tr><td>Daniel Luke HOOPER</td><td>11/24/2008</td></tr><tr><td>Ian MCLEAN</td><td>11/24/2008</td></tr><tr><td>Daniel Warren TAPSON</td><td>02/13/2009</td></tr><tr><td>Stephen Mark KEATING</td><td>11/24/2008</td></tr></tbody></table>		Name	Execution Date	Mark Julian RUSSELL	11/24/2008	Clive Henry GILLARD	11/24/2008	Daniel Luke HOOPER	11/24/2008	Ian MCLEAN	11/24/2008	Daniel Warren TAPSON	02/13/2009	Stephen Mark KEATING	11/24/2008
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RECEIVING PARTY DATA															
<table border="1"><tr><td>Name:</td><td>SONY UNITED KINGDOM LIMITED</td></tr><tr><td>Street Address:</td><td>The Heights, Brooklands, Weybridge</td></tr><tr><td>City:</td><td>Surrey</td></tr><tr><td>State/Country:</td><td>UNITED KINGDOM</td></tr><tr><td>Postal Code:</td><td>KT13 0XW</td></tr></table>		Name:	SONY UNITED KINGDOM LIMITED	Street Address:	The Heights, Brooklands, Weybridge	City:	Surrey	State/Country:	UNITED KINGDOM	Postal Code:	KT13 0XW				
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Application Number:	12303120														
CORRESPONDENCE DATA															
Fax Number: (703)413-2220 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
Phone: (703) 413-3000															
Email: ajoya@oblon.com															
Correspondent Name: Oblon, Spivak, et al.															
Address Line 1: 1940 Duke Street															
Address Line 4: Alexandria, VIRGINIA 22314															
ATTORNEY DOCKET NUMBER:	329703US														
NAME OF SUBMITTER:	Abdul Joya														

OP \$40.00 12303120

PATENT

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Total Attachments: 4

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Docket No. 329703US8X PCT

Assignment of ApplicationINSERT NAMES
AND RESIDENCE
ADDRESS OF
THE INVENTORS:

WHEREAS, I (WE) 1) Mark Julian RUSSELL of:

Highlands, Winchester Drive, Maidenhead, Berkshire, SL6 3AH, United Kingdom

2) Clive Henry GILLARD of:

Clevelands, Hussell Lane, Medsted, Alton, Hampshire GU34 5PF, United Kingdom

3) Daniel Luke HOOPER of:

5 Horsell Moor, Woking, Surrey, GU21 4NH, United Kingdom

4) Ian MCLEAN of:

17 Hammond Road, Horsell, Woking, Surrey, GU21 4TQ, United Kingdom

5) Daniel Warren TAPSON of:

3/9 Exchange Court, London, WC2R 0PP, United Kingdom

6) Stephen Mark KEATING of:

28 Huntingdon Close, Lower Early, Reading, Berkshire, RG6 3AB, United Kingdom

, respectively,

INSERT TITLE OF
INVENTION:have invented certain new and useful improvements in: ENCODING AND DETECTING APPARATUS

(Application No. _____, filed _____), and

INSERT NAME
AND ADDRESS OF
COMPANY OR
OTHER ASSIGNEEWHEREAS, SONY UNITED KINGDOM LIMITED

(hereinafter referred to as "ASSIGNEE") having a place of business at: The Heights, Brooklands, Weybridge, Surrey KT13 0XW, United Kingdom is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent that may be granted therefore in the United States and its territorial possessions and in any and all foreign countries;

NOW, THEREFORE, in consideration of the sum of FIVE DOLLARS (\$5.00), the receipt whereof is hereby acknowledged, and for other good and valuable consideration, I (WE), by these presents do sell, assign and transfer unto said ASSIGNEE, the full and exclusive right to the said invention in the United States and its territorial possessions and in all foreign countries and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States and its territorial possessions and in any and all foreign countries and in and to any and all divisions, reissues, continuations, substitutions and renewals thereof.

I (WE) hereby authorize and request the Patent Office Officials in the United States and its territorial possessions and any and all foreign countries to issue any and all of said Letters Patent, when granted, to said ASSIGNEE as the assignee of my (our) entire right, title and interest in and to the same, for the sole use and behoof of said ASSIGNEE, its (his) successors and assigns, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held by me (us) had this Assignment and sale not been made.

12/04

Further, I (WE) agree that I (WE) will communicate to said ASSIGNEE or its (his) representatives any facts known to me (us) respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letter Patent to be issued to said ASSIGNEE, make all rightful oaths, and, generally do everything possible to aid said ASSIGNEE, its (his) successors and assigns, to obtain and enforce proper protection for said invention in the United States and its territorial possessions and in any and all foreign countries.

The undersigned hereby grant(s) the firm of Oblon, Spivak, McClelland, Maier & Neustadt, P.C. of 1940 Duke Street, Alexandria, Virginia 22314 the power to insert on this assignment any further identification, including the application number and filing date, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Date: 24th November 2008

Mark Julian Russell
(Signature of Inventor) Mark Julian RUSSELL

Date: 24th November 2008

Clive Henry Gillard
(Signature of Inventor) Clive Henry GILLARD

Date: 24th November 2008

Daniel Luke Hooper
(Signature of Inventor) Daniel Luke HOOPER

Date: 24th November 2008

Ian McClean
(Signature of Inventor) Ian MCLEAN

Date: _____

(Signature of Inventor) Daniel Warren TAPSON

Date: 24th November 2008

Stephen Mark Keating
(Signature of Inventor) Stephen Mark KEATING

OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, P.C.
ATTORNEYS AT LAW
1940 DUKE STREET
ALEXANDRIA, VIRGINIA 22314

Docket No. 329703US8X PCT

Assignment of Application

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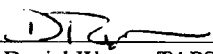
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Date: _____	(Signature of Inventor) _____ Mark Julian RUSSELL
Date: _____	(Signature of Inventor) _____ Clive Henry GILLARD
Date: _____	(Signature of Inventor) _____ Daniel Luke HOOPER
Date: _____	(Signature of Inventor) _____ Ian MCLEAN
Date: <u>13/02/2009</u>	(Signature of Inventor)  Daniel Warren TAPSON
Date: _____	(Signature of Inventor) _____ Stephen Mark KEATING

OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, P.C.
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1940 DUKE STREET
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