

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Paul McReynolds</td> <td>12/02/2009</td> </tr> <tr> <td>Eric B. Dachs</td> <td>12/01/2009</td> </tr> <tr> <td>Erik Bielefeldt</td> <td>12/01/2009</td> </tr> <tr> <td>Craig Wood</td> <td>12/01/2009</td> </tr> </tbody> </table>		Name	Execution Date	Paul McReynolds	12/02/2009	Eric B. Dachs	12/01/2009	Erik Bielefeldt	12/01/2009	Craig Wood	12/01/2009
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Paul McReynolds	12/02/2009										
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Erik Bielefeldt	12/01/2009										
Craig Wood	12/01/2009										
<b>RECEIVING PARTY DATA</b>											
Name:	Pix System, LLC										
Street Address:	221 Pine Street										
Internal Address:	2nd Floor										
City:	San Francisco										
State/Country:	CALIFORNIA										
Postal Code:	94104										
<b>PROPERTY NUMBERS Total: 1</b>											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12544008</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12544008						
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Application Number:	12544008										
<b>CORRESPONDENCE DATA</b>											
Fax Number:	(650)320-7701										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	650-320-7700										
Email:	patentsv@nixonpeabody.com										
Correspondent Name:	Nixon Peabody LLP										
Address Line 1:	P.O. Box 60610										
Address Line 4:	Palo Alto, CALIFORNIA 94306										
ATTORNEY DOCKET NUMBER:	430571-011										
NAME OF SUBMITTER:	John P. Schaub										

CH \$40.00 12544008

**Total Attachments: 7**

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## ASSIGNMENT

WHEREAS, we, Paul McReynolds, a citizen of the United States, residing at 1535 Alta Vista Court, Seaside, CA 93955, Eric B. Dachs, a citizen of United States, residing at P.O. Box 1375, Burlingame, CA 94104, Erik Bielefeldt, a citizen of United States, residing at 61 Peter Courtts Circle, Stanford, CA 94305 and Craig Wood, a citizen of the United States, residing at 1717 Oxford Street, #207, Berkeley, CA 94709, have invented a **"On-Demand Protection and Authorization Of Playback Of Media Assets"** for which we have executed application papers for a U.S. patent thereon, which was filed on **August 19, 2009**, serial no. **12/544,008**; and

WHEREAS, Pix System, LLC, a California Limited Liability Corporation, having a place of business located at 221 Pine Street, 2<sup>nd</sup> Floor, San Francisco, CA 94104, is desirous of acquiring the exclusive right, title and interest in and to said invention and in and to the Letters Patent to be granted and issued therefor in the United States of America and its territories and possessions, and all countries foreign thereto;

NOW, THEREFORE, for a valuable consideration, the receipt of which is hereby acknowledged, we, Paul McReynolds, Eric B. Dachs, Erik Bielefeldt and Craig Wood, do sell, assign, transfer and set over unto the said Pix System, LLC, its successors and assigns, the full and exclusive right, title and interest in and to said invention, and in and to any and all Letters Patent to be granted and issued therefor, not only for, to and in the United States of America, its territories and possessions, but also for, to and in all other countries including all priority rights under the International Convention, in any or all continuation, continuation-in-part, divisional and/or converted utility and design patent applications and resulting Letters Patents; and we

hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent to said Pix System, LLC, its successors and assigns, in accordance with this Assignment.

The undersigned hereby grant(s) the firm of Nixon Peabody LLP, 200 Page Mill Road, 2<sup>nd</sup> Floor, Palo Alto, CA 94306 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.

[ASSIGNMENT CONTINUATION]

Re: U.S. Patent Application entitled: "On-Demand Protection and Authorization Of Playback Of Media Assets"

Paul McReynolds  
Paul McReynolds

12/2/09  
Date

WITNESS MY HAND at Los Angeles, CA, this  
(city, state)  
2nd day of December, 2009.  
(date) (month) (year)

Paul McReynolds  
(Inventor Legal Name)

State of California  
County of \_\_\_\_\_)

On \_\_\_\_\_ before me,  
\_\_\_\_\_ personally appeared \_\_\_\_\_, who proved  
to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to  
the within instrument and acknowledged to me that he/she/they executed the same in his/her/  
their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the  
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the  
foregoing paragraph is true and correct.

WITNESS my hand and official seal.

\_\_\_\_\_  
NOTARY PUBLIC

[ASSIGNMENT CONTINUATION]

Re: U.S. Patent Application entitled: "On-Demand Protection and Authorization Of Playback Of Media Assets"

  
Eric B. Dachs

12/1/09  
Date

WITNESS MY HAND at San Francisco, CA, this  
(city, state)  
First day of December, 2009.  
(date) (month) (year)

ERIC B. DACHS  
(Inventor Legal Name)

State of California  
County of \_\_\_\_\_)

On \_\_\_\_\_ before me, \_\_\_\_\_  
personally appeared \_\_\_\_\_, who proved to me on the basis of satisfactory evidence to  
be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to  
me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by  
his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the  
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\_\_\_\_\_  
NOTARY PUBLIC

[ASSIGNMENT CONTINUATION]

Re: U.S. Patent Application entitled: "On-Demand Protection and Authorization Of Playback Of Media Assets"

*Erik Bielefeldt*  
Erik Bielefeldt

12-01-09  
Date

WITNESS MY HAND at SAN FRANCISCO, CA, this  
(city, state)  
1st day of DECEMBER, 2009.  
(date) (month) (year)

ERIK BIELEFELDT  
(Inventor Legal Name)

State of California  
County of \_\_\_\_\_)

On \_\_\_\_\_ before me, \_\_\_\_\_  
personally appeared \_\_\_\_\_, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

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\_\_\_\_\_  
NOTARY PUBLIC



[ASSIGNMENT CONTINUATION]

Re: U.S. Patent Application entitled: "On-Demand Protection and Authorization Of Playback Of Media Assets"

Craig Wood  
Craig Wood

12/1/09  
Date

WITNESS MY HAND at San Francisco, CA, this  
(city, state)  
First day of December, 2009.  
(date) (month) (year)

Craig N. Wood, Jr.  
(Inventor Legal Name)

State of California  
County of \_\_\_\_\_)

On \_\_\_\_\_ before me, \_\_\_\_\_  
personally appeared \_\_\_\_\_, who proved to me on the basis of satisfactory evidence to  
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