

PATENT ASSIGNMENT

Electronic Version v1.1

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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>Arturo A. Rodriguez</td><td>11/17/2009</td></tr><tr><td>Gregory Shepherd</td><td>11/13/2009</td></tr><tr><td>Benjamin M. Cook</td><td>11/13/2009</td></tr></tbody></table>		Name	Execution Date	Arturo A. Rodriguez	11/17/2009	Gregory Shepherd	11/13/2009	Benjamin M. Cook	11/13/2009		
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RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>Cisco Technology, Inc.</td></tr><tr><td>Street Address:</td><td>170 West Tasman Drive</td></tr><tr><td>City:</td><td>San Jose</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>95134-1706</td></tr></table>		Name:	Cisco Technology, Inc.	Street Address:	170 West Tasman Drive	City:	San Jose	State/Country:	CALIFORNIA	Postal Code:	95134-1706
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
Fax Number: (404)954-5099 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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ATTORNEY DOCKET NUMBER:	60374.0352USU3/CPOL968859										
NAME OF SUBMITTER:	David Rodack										
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### ASSIGNMENT

WHEREAS, I, the undersigned inventor (or one of the undersigned joint inventors "Assignor"), of residence as listed, having invented certain new and useful improvements as below entitled, for which application for United States Letters Patent is made, said application having been executed on the date set forth below; and

WHEREAS, Cisco Technology, Inc., ("Assignee") a California corporation having an address of 170 West Tasman Drive, San Jose, California 95134-1706, desires to acquire all right, title, and interest in and to the invention, and in and to the said application and any Letters Patent that may issue thereon;

NOW, THEREFORE, for and in consideration of One United States Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I assign to Assignee, all right, title and interest in and to said invention and in and to said application and all patents which may be granted therefore, and all divisions, reissues, continuations, continuations-in-part and extensions thereof; and I hereby authorize and request the Commissioner of Patents and Trademarks to issue all patents for said invention, or patents resulting therefrom, insofar as my interest is concerned, to Assignee.

I also assign to Assignee, all right title and interest to the invention disclosed in said application throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said invention in its own name throughout the world including all rights to publish cautionary notices reserving ownership of said invention and all rights to register said invention in appropriate registries; and I further agree to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in Assignee.

I will communicate to Assignee any facts known to me respecting any improvements; and, at the expense of Assignee, I will testify in any legal proceedings, sign all lawful papers execute all divisional, continuation, continuation-in-part, reissue and substitute applications, make lawful oaths and declarations, and generally do everything possible to vest title in Assignee and to aid Assignee to obtain and enforce proper protection for said invention in all countries.

Docket No. 60374.0352USU3/A-12822

This Assignment shall be binding on the parties' successors, assigns and legal representatives.

Title of the Invention: FACILITATING FAST CHANNEL CHANGES  
THROUGH PROMOTION OF PICTURES

Signature of Inventor: Arturo A. Rodriguez

Inventor's Name: Arturo A. Rodriguez

Residence (City, State): Norcross, GA

Post Office Address: 5315 Abigail Lane, Norcross, GA 30092

Citizenship: US

Date: 17 Nov. 2009

Title of the Invention: FACILITATING FAST CHANNEL CHANGES  
THROUGH PROMOTION OF PICTURES

Signature of Inventor: \_\_\_\_\_

Inventor's Name: Gregory Shepherd

Residence (City, State): Eugene, OR

Post Office Address: 26895 Petzold Road, Eugene, OR 97402

Citizenship: US

Date: \_\_\_\_\_

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Residence (City, State): Eugene, OR

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Date: NOV 13, 2009

Docket No. 60374.0352USU3/A-12822

Title of the Invention:

FACILITATING FAST CHANNEL CHANGES  
THROUGH PROMOTION OF PICTURES

Signature of Inventor:

Benjamin Cook

Inventor's Name:

Benjamin M. Cook

Residence (City, State):

Flowery Branch, GA

Post Office Address:

6295 South Port Drive, Flowery Branch, GA 30542

Citizenship:

US

Date:

11-13-09