

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Zeev GEYZEL	07/23/2009
Leonid DORRENDORF	07/15/2009
RECEIVING PARTY DATA	
Name:	NDS LIMITED
Street Address:	ONE LONDON ROAD
Internal Address:	STAINES
City:	MIDDLESEX, TW18 4EX
State/Country:	UNITED KINGDOM
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12521083
CORRESPONDENCE DATA	
Fax Number:	(212)246-8925
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-708-1803
Email:	gmarti@ladas.com
Correspondent Name:	Geraldine Marti
Address Line 1:	26 West 61st Street
Address Line 4:	New York, NEW YORK 10023
ATTORNEY DOCKET NUMBER:	U 017776-8
NAME OF SUBMITTER:	Clifford J. Mass
Total Attachments: 3 source=4FL-IR5570-Exchange-02252010-082028#page1.tif source=4FL-IR5570-Exchange-02252010-082028#page2.tif source=4FL-IR5570-Exchange-02252010-082028#page3.tif	

CH \$40.00 12521083

For: U.S. and/or Foreign Rights
 For: U.S. Application or
 U.S. Provisional Application
 For: U.S. Patent
 For: PCT Application
 By: Multiple Inventors

ASSIGNMENT OF INVENTION (MULTIPLE INVENTORS)

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNORS (Inventors):

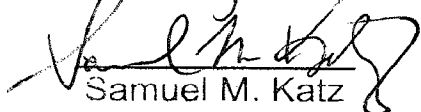
<u>Zeev GEYZEL</u>	42 Kaf Chet B'Iyar Street,
<i>(type or print name of inventors)</i>	Alon Shvut, Israel
	Address Israeli
	Nationality

<u>Leonid DORRENDORF</u>	20/6 Ha-Assor Street,
	98360 Maale Adumim, Israel
	Address Israeli
	Nationality

	Address Nationality

TRUE COPY

27 July 2009


 Samuel M. Katz

Reg. No. 37,366

Added page(s) for signature by subsequent inventors. Number of pages added



(if assignment is by person or entity to whom invention was previously assigned
and this was recorded in PTO, add the following)

Recorded on _____

Reel _____

Frame _____

hereby sells, assigns and transfers to
ASSIGNEE

NDS LIMITED

(type or print name of ASSIGNEE)

ONE LONDON ROAD

Address

STAINES

MIDDLESEX, TW18 4EX, UNITED KINGDOM

BRITISH

Nationality

and the successors, assigns and legal representatives of the ASSIGNEE

(complete one of the following)

- the entire right, title and interest
 an undivided _____ percent (_____ %) right, title and interest
for the United States and its territorial possessions

(check the following box, if foreign rights are also to be assigned)

- and in all foreign countries, including all rights to claim priority, in and to any and all improvements which are disclosed in the invention entitled:

SYSTEM FOR EMBEDDING DATA

Name of inventor(s)

Zeev GEYZEL

Leonid DORRENDORF

(check and complete (a), (b), (c), (d), (e), (f) or (g))

and which is found in (37 C.F.R. 3.21)

- (a) Not yet filed U.S. patent application executed on even date herewith
(b) Not yet filed U.S. patent application executed on _____
(c) Not yet filed U.S. provisional application naming the above inventor(s) for the above-entitled invention
 To comply with 37 C.F.R. 3.21 for recordal of this assignment, I, an ASSIGNOR signing below, hereby authorize and request my attorney to insert below the filing date and application number when they become known.
(d) U.S. patent or provisional patent application no. _____ filed on _____
(e) International application no. PCT/IB2008/050104 filed 12 January 2008
(f) U.S. patent no. _____ issued _____
 A change of address to which correspondence is to be sent regarding patent maintenance fees is being sent separately.

(also check (g), if foreign application(s) is also being assigned)

(g) and any legal equivalent thereof in a foreign country, including the right to claim priority

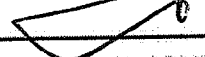
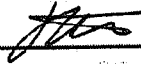
and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, We have hereunto set hand and seal

WARNING: The date of signing must be the same as the date of execution of the application, if item (a) was checked above.

Zeev GEYZEL		this	23 July 2009
(type name of Assignor)	Signature of ASSIGNOR		date of signing
Leonid DORRENDORF		this	15 July 2009
(type name of Assignor)	Signature of ASSIGNOR		date of signing
_____	_____	this	_____
(type name of Assignor)	Signature of ASSIGNOR		date of signing
_____	_____	this	_____
(type name of Assignor)	Signature of ASSIGNOR		date of signing
_____	_____	this	_____
(type name of Assignor)	Signature of ASSIGNOR		date of signing

(if ASSIGNOR is a legal entity, complete the following information)

(type or print the name of the above person authorized to sign on behalf of ASSIGNOR)

Title

NOTE: No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized then it will only be prima facie evidence of execution. 35 USC 261. Use next page if notarization is desired.

Notarization or Legalization Page Added.