

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Epson Research & Development, Inc.	02/23/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Seiko Epson Corporation
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<b>City:</b>	Shinjuku-ku, Tokyo
<b>State/Country:</b>	JAPAN
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12701311
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	AP407HO
<b>NAME OF SUBMITTER:</b>	Rosalio Haro, Reg. No. 42633
<b>Total Attachments: 2</b> source=AP407HO_Corporate_Assignment#page1.tif source=AP407HO_Corporate_Assignment#page2.tif	

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**REEL: 023992 FRAME: 0256**

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ASSIGNMENT  
Corporate

EPSON RESEARCH AND DEVELOPMENT, INC., a California Corporation, having a principal place of business at 2580 Orchard Parkway, Suite 225, San Jose, California 95131 (hereafter the "Assignor"), is the owner by respective Assignment of United States Patent Application identified below (hereafter sometimes called the "Patent Application").

SEIKO EPSON CORPORATION, a corporation of Japan, having a place of business at 4-1 Nishishinjuku 2-chome, Shinjuku-ku Tokyo, Japan (hereafter the "Assignee"), desires to acquire all of the rights to the Patent Application and all inventions described and claimed therein.

THEREFORE, in consideration of the sum of One Dollar (\$1.00) or equivalent and other good and valuable consideration paid to it, Assignor hereby sells and assigns to the Assignee the entire right, title and interest in and to the Patent Application identified below, and all inventions described and claimed therein, in any and all Letters Patent therefor, and in any and all reissues, extensions, renewals, reexaminations, divisions and continuations of such applications or Letters Patent to the full end of the term or terms for which such Letters Patent issue, such entire right, title and interest to be held and enjoyed by the above-named Assignee the same as they would have been held and enjoyed by the Assignor had this Assignment and sale not been made.

<u>ERD Case No.</u>	<u>U. S. Serial No.</u>	<u>U. S. Filing Date</u>	<u>Title</u>
AP407HO	12/701,311	February 5, 2010	Data Adaptive Message Embedding for Visible Watermarking

By its undersigned representative, the Assignor agrees

a. to execute all papers necessary in connection with the Patent Application and any continuing, divisional, reissue, reexamination or corresponding application thereof and also to execute a separate Assignment in connection with such application as the Assignee may deem necessary or expedient;

b. to execute all papers necessary in connection with any interference which may be declared concerning the Patent Application or any continuation, division, reissue or reexamination thereof and to cooperate with

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**PATENT**  
**REEL: 023992 FRAME: 0257**

the Assignee in every way possible in obtaining evidence and going forward with such interference; and

c. to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee on the Patent Application and on any continuation, division, reissue or reexamination of the Patent Application.

The Assignor hereby covenants that it has the full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreement in conflict therewith.

EPSON RESEARCH AND DEVELOPMENT, INC., a California Corporation, certifies that it is the Assignee of the entire right, title, and interest in the Patent Application identified above by virtue of Assignment from the inventor(s) of the Patent Application identified above. The Assignment is recorded in the Patent and Trademark Office as identified below.

<u>ERD</u> <u>Case No.</u>	<u>U. S. Serial No.</u>	<u>Assignment</u> <u>Execution Date(s)</u>	<u>Reel</u>	<u>Frame</u>
AP407HO	12/701,311	February 4, 2010	023907	0974-0975

The undersigned is empowered to sign this certificate on behalf of the Assignor.

IN WITNESS WHEREOF, executed by the Assignor's undersigned representative on the date following the undersigned's name.

EPSON RESEARCH AND DEVELOPMENT, INC.

By:

  
Toshio Akahane  
President & CEO

2-23-2010  
Date