

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Tony F. Rodriguez	05/14/2010
RECEIVING PARTY DATA	
Name:	Digimarc Corporation
Street Address:	9405 SW Gemini Dr.
City:	Beaverton
State/Country:	OREGON
Postal Code:	97008
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12716908
CORRESPONDENCE DATA	
Fax Number:	(503)469-4777
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	503-469-4800
Email:	lparkinson@digimarc.com
Correspondent Name:	Digimarc Corporation
Address Line 1:	9405 SW Gemini Dr.
Address Line 4:	Beaverton, OREGON 97008
ATTORNEY DOCKET NUMBER:	P1589
NAME OF SUBMITTER:	William Y. Conwell, Reg. No. 31,943
Total Attachments: 1 source=P 1589asn#page 1.tif	

CH \$40.00 12716908

ASSIGNMENT

WHEREAS, I, TONY F. RODRIGUEZ, of Portland, State of Oregon, have invented a certain invention, entitled NARROWCASTING FROM PUBLIC DISPLAYS, AND RELATED METHODS, for which I have made application for Letters Patent of the United States, said application having been filed by me on March 3, 2010, and assigned application no. 12/716,908; and

WHEREAS, DIGIMARC CORPORATION, a corporation organized under the laws of the State of Oregon, having a place of business at 9405 SW Gemini Drive, Beaverton, OR 97008, desires to acquire an interest therein:

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I, TONY F. RODRIGUEZ, hereby sell, assign and transfer to DIGIMARC CORPORATION, the full and exclusive right, title and interest in and to said invention, patent application and patent rights throughout the world, including foreign patent priority rights, the right to file and prosecute International Applications under the Patent Cooperation Treaty, and the right to file and prosecute applications under the European Patent Convention; said invention, application and letters patent in this or any foreign country, and all divisions, continuations, continuations-in-part, reissues and extensions thereof, to be held and enjoyed by DIGIMARC CORPORATION, for its own use and benefit, and for its successors and assigns to the full end of the term for which letters patent may be granted in this or any foreign country, as fully and entirely as the same would have been held by me had this assignment and sale not been made, and covenant that I have full right so to do, and agree that I will communicate to DIGIMARC CORPORATION, or its successors and assigns, any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths, and do everything possible to aid DIGIMARC CORPORATION, its successors and assigns to obtain and enforce proper patent protection for said invention in this or any foreign country.

Executed at the place and date opposite my signature below.


TONY F. RODRIGUEZ

At Beaverton, Oregon
(City and State)

on this 14th day of May, 2010.