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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

6-7-10

**1. Name of conveying party(ies)**

Trevor WHINMILL  
James WILSON  
Simon DYKE  
Ian R. SHELTON  
Tony LEIGH  
Matt SPENCER  
David WHITTAKER

**2. Name and address of receiving party(ies)**

Name: NDS Limited

Internal Address: \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s)

25 MAY 2010

- Assignment  Merger
- Security Agreement  Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other

Street Address: One London Road

City: Staines, Middlesex

State: Middlesex

Country: United Kingdom Zip: TW18 4EX

Additional name(s) & address(es) attached?  Yes  No

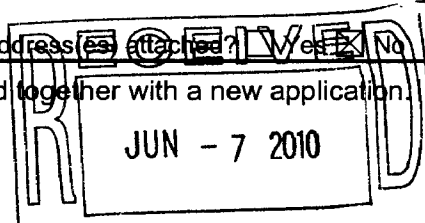
**4. Application or patent number(s):**

This document is being filed together with a new application.

A. Patent Application No.(s)  
PCT/IB2010/051835

B. Patent No.(s)

Additional numbers attached?  Yes  NO



**5. Name and address to whom correspondence concerning document should be mailed:**

Name: L. Friedman  
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**6. Total number of applications and patents involved: 1**

**7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

**8. Payment Information**

a. Credit Card Last 4 Numbers \_\_\_\_\_

Expiration Date 05/07/2010  
b. Deposit Account Number 00000051 230920

Authorized User Name L. Friedman

**9. Signature:**

4 JUNE 2010

Signature

Date

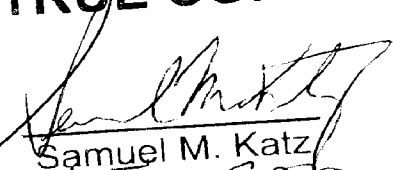
L. Friedman

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

3

**TRUE COPY**

  
Samuel M. Katz

June 2010  
Reg. No. 37,366

**ASSIGNMENT**

In consideration of the sum of one dollar (\$1.00), the existing obligations of the parties and other good and valuable consideration,

Trevor WHINMILL (citizen of UK); 11 Bramble Mews; Bitterne; Southampton; Hampshire SO18 5SZ; UNITED KINGDOM;

James WILSON (citizen of UK); Fiddlers Cottage; Fiddleford; Sturminster Newton; Dorset DT10 2BX; UNITED KINGDOM;

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Matt SPENCER (citizen of UK); 18 Morgan Le Fay Drive; Knightwood Park; Chandlers Ford; Hampshire SO53 4JG; UNITED KINGDOM, and

David WHITTAKER (citizen of UK); 109 Byewaters; Watford; Hertfordshire WD18 8WH; UNITED KINGDOM,

(hereinafter the Assignor/s) agree to assign and hereby do assign, transfer and set over to

NDS LIMITED  
(A Company organized under the laws of England of)  
One London Road  
Staines  
Middlesex TW18 4EX  
UNITED KINGDOM

(hereinafter the Assignee) their entire right, title and interest in the invention/s as fully set forth and described in

PCT Patent Application No. PCT/IB2010/051835  
USER PRESENCE CONFIDENCE AND MEDIA CONTENT VIEWING  
ESTIMATION  
Filed on: 27 April 2010

and all applications for patent and any Letters Patent which may be granted therefor in the United States and throughout the world, including Convention and Treaty rights of


all kinds, together with the entire right, title and interest in and to said applications, any and all divisional or continuation applications thereof, and any and all Letters Patent which may issue or be re-issued for said invention/s to the end of the term for which each said Letters Patent may be granted. Assignor/s hereby authorize the issuance of any and all Letters Patent resulting from said applications or any division or divisions or continuing applications thereof to the said Assignee as the Assignee of the entire right, title and interest in and to the same, for the sole use and benefit of said Assignee, its successors, assigns or legal representatives.


And Assignor/s, on behalf of themselves, their representatives and administrators, hereby covenant and agree to do all such lawful acts and things and to execute without further consideration such further lawful assignments, documents, assurances, applications and other instruments as may reasonably be required by said Assignee, its successors, assigns or legal representatives, to obtain any and all Letters Patent for said invention/s and vest the same in said Assignee, its successors, assigns, or legal representatives.

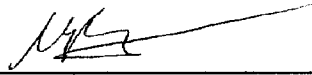
Signed this 25 day of May, 2010


Assignors

  
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Tony LEIGH

  
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Accepted Assignee  
NDS LIMITED

  
by:

VP & General Counsel  
title:  
NDS Limited