

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
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Unmin BAE	01/07/2008
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12808711
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Total Attachments: 1 source=009533US_Assignment_signed#page1.tif	

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SOLE/JOINT ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, I/we, as a below-named Assignor(s), hereby sell, assign, and transfer the entire and exclusive right, title, and interest in the following to KONINKLIJKE PHILIPS ELECTRONICS, N.V., having a place of business at Groenewoudseweg 1, 5621 BA Eindhoven, The Netherlands, its successors, assigns, and legal representatives, including any nominees (collectively "the Assignee"):

(1) my/our invention relating to METHOD AND SYSTEM OF STRAIN GAIN COMPENSATION IN ELASTICITY IMAGING for which a U.S. provisional patent application was filed in the United States Patent and Trademark Office on DECEMBER 17, 2007, having a Serial Number 61/014,083.

(2) the foregoing application and all other United States, foreign and international patent applications associated therewith, based thereon, or claiming priority therefrom including, but not limited to, any and all provisionals, non-provisionals divisions, continuations, continuations-in-part, reexaminations, reissues, and extensions thereof, and

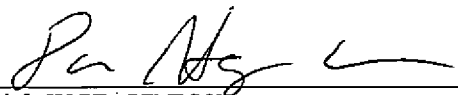
(3) the right to claim priority thereto, and the entire and exclusive right, title, and interest in and to any and all patents granted on these applications.

I/We authorize and request that the Patent Office officials in the United States and in any and all foreign countries to issues any and all Letters Patent when granted, solely to Koninklijke Philips Electronics N.V., for its sole use, and that of its successors, assigns, and legal representatives.

I/we will provide my/our cooperation to enable the Assignee to enjoy the foregoing right, title, and interest to the fullest extent. Upon request at the expense of the Assignee, I/we agree to execute all papers, take all rightful oaths, testify in all legal proceedings including patent prosecutorial actions and infringement actions, and do all other such acts which may be necessary, desirable, or convenient for securing and maintaining patents on the foregoing invention or for perfecting title thereto in the Assignee.

I/We certify that I/we have the full right to convey the above rights.

JAN 6, 2008
Date

, Assignor
David HOPE SIMPSON

JAN 7, 2008
Date

, Assignor
Unmin BAE