

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
<b>CONVEYING PARTY DATA</b>									
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Yeqing Wang</td> <td>07/13/2010</td> </tr> <tr> <td>John A. Schlack</td> <td>07/25/2010</td> </tr> <tr> <td>Scott D. Sellers</td> <td>07/13/2010</td> </tr> </tbody> </table>		Name	Execution Date	Yeqing Wang	07/13/2010	John A. Schlack	07/25/2010	Scott D. Sellers	07/13/2010
Name	Execution Date								
Yeqing Wang	07/13/2010								
John A. Schlack	07/25/2010								
Scott D. Sellers	07/13/2010								
<b>RECEIVING PARTY DATA</b>									
Name:	General Instrument Corporation								
Street Address:	101 Tournament Drive								
Internal Address:									
City:	Horsham								
State/Country:	PENNSYLVANIA								
Postal Code:	19044								
<b>PROPERTY NUMBERS Total: 1</b>									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12822771</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12822771				
Property Type	Number								
Application Number:	12822771								
<b>CORRESPONDENCE DATA</b>									
Fax Number:	(215)323-1300								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	215-323-1797								
Email:	docketing.us@motorola.com								
Correspondent Name:	Motorola. Inc.								
Address Line 1:	101 Tournament Drive								
Address Line 4:	Horsham, PENNSYLVANIA 19044								
ATTORNEY DOCKET NUMBER:	BCS05366								
NAME OF SUBMITTER:	Larry T. Cullen								
Total Attachments: 4 source=BCS05366_Assignment_executed#page1.tif									

CH \$40.00 12822771

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**PATENT  
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ASSIGNMENT AND AGREEMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, we, **Yeqing Wang of Horsham, Pennsylvania; John A. Schlack of Quakertown, Pennsylvania; and Scott D. Sellers of Quakertown, Pennsylvania**, have sold, assigned and transferred, and do hereby sell, assign and transfer, unto GENERAL INSTRUMENT CORPORATION, a corporation of the State of Delaware, having its principal office in Horsham, State of Pennsylvania, United States of America, and its successors, assigns, and legal representatives, the entire right, title and interest for the United States of America in and to certain inventions relating to improvements in **Viewing Impression Report Collection, Storage and Reportback of Inserted Content with DVR Playback** (Docket No. **BCS05366 / US Serial No. 12/822,771**), described, illustrated and claimed in an application for Letters Patent of the United States of America executed by us on the dates indicated by our signatures below, together with the entire right, title and interest in and to the application, and in and to Letters Patent which may be issued upon the application, and upon any division, extension, continuation or reissue thereof.

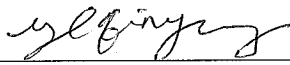
We hereby also sell, assign and transfer unto GENERAL INSTRUMENT CORPORATION, the entire right, title and interest in and to the invention and in and to applications for Letters Patent therefor in all countries foreign to the United States of America, including all rights under any and all international conventions and treaties in respect of the invention and the applications for Letters Patent in foreign countries, and we further authorize GENERAL INSTRUMENT CORPORATION to apply for Letters Patent in foreign countries directly in its own name, and to claim priority of the filing date of the application for Letters Patent of the United States of America under the provisions of any and all international conventions and treaties.

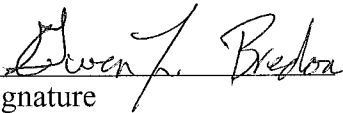
We hereby authorize and request the Commissioner of Patents of the United States of America to issue Letters Patent upon the aforesaid application, division, extension, continuation or reissue, to GENERAL INSTRUMENT CORPORATION, for the sole use and benefit of GENERAL INSTRUMENT CORPORATION, its successors, assigns and legal representatives, to the full end of the term for which Letters Patent may be granted, the same as they would have been held and enjoyed by me had this assignment not been made, and we hereby authorize and request the equivalent

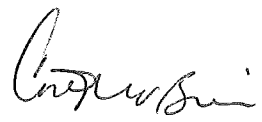
authorities in foreign countries to issue the patents of their respective countries to  
GENERAL INSTRUMENT CORPORATION

We agree that, when requested, we will, without charge to GENERAL INSTRUMENT CORPORATION, but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing and maintaining patents for the inventions in any and all countries and for vesting title thereto in GENERAL INSTRUMENT CORPORATION, its successors, assigns and legal representatives or nominees.

We covenant with GENERAL INSTRUMENT CORPORATION, its successors, assigns and legal representatives, that the interest and property hereby conveyed is free from all prior assignment, grant, mortgage, license or other encumbrance.

 DATE: 7/13/10  
Yeqing Wang

WITNESS#1:  DATE: 7/13/2010  
Signature  
Gwen L. Bredow  
Printed

WITNESS#2:  DATE: 7/13/10  
Signature  
Colleen M. O'Brien  
Printed

John A. Schlack DATE: 7/25/2010  
John A. Schlack

WITNESS#1: Kimberly Schlack DATE: 7/25/2010  
Signature

Kimberly Schlack  
Printed

WITNESS#2: Thomas Pluxett DATE: 7/25/2010  
Signature

THOMAS PLUXETT  
Printed

\_\_\_\_\_  
DATE: \_\_\_\_\_  
Scott D. Sellers

WITNESS#1: \_\_\_\_\_ DATE: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed

WITNESS#2: \_\_\_\_\_ DATE: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed

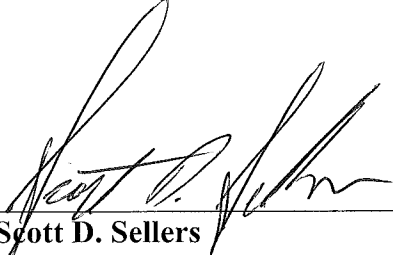
\_\_\_\_\_  
DATE: \_\_\_\_\_  
**John A. Schlack**

WITNESS#1: \_\_\_\_\_ DATE: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed

WITNESS#2: \_\_\_\_\_ DATE: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed

 DATE: 7/13/2010  
\_\_\_\_\_  
**Scott D. Sellers**

WITNESS#1: Gwen L. Bredow DATE: 7/13/2010  
Signature

Gwen L. Bredow  
Printed

WITNESS#2: Colleen M. O'Brien DATE: 7/13/10  
Signature

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Printed