

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Mithun Das Gupta</td> <td>08/11/2010</td> </tr> <tr> <td>Jing Xiao</td> <td>08/11/2010</td> </tr> </tbody> </table>		Name	Execution Date	Mithun Das Gupta	08/11/2010	Jing Xiao	08/11/2010						
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Epson Research and Development, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>2580 Orchard Pkwy</td> </tr> <tr> <td>Internal Address:</td> <td>Ste 225</td> </tr> <tr> <td>City:</td> <td>San Jose</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>95131</td> </tr> </table>		Name:	Epson Research and Development, Inc.	Street Address:	2580 Orchard Pkwy	Internal Address:	Ste 225	City:	San Jose	State/Country:	CALIFORNIA	Postal Code:	95131
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CORRESPONDENCE DATA													
Fax Number: (408)954-9058 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 408-952-6131 Email: vsilva@erd.epson.com Correspondent Name: Rosalio Haro Address Line 1: Epson Research and Development, Inc. Address Line 2: 2580 Orchard Pkwy, Ste 225 Address Line 4: San Jose, CALIFORNIA 95131													
ATTORNEY DOCKET NUMBER:	AP464HO												
NAME OF SUBMITTER:	Rosalio Haro, Reg. No. 42633												
Total Attachments: 1 source=AP464HO_ERD_Assignment#page1.tif													

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PATENT
REEL: 024880 FRAME: 0150

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, we, the undersigned,

Mithun Das Gupta and Jing Xiao,

who have created a certain invention for which an application for United States Letters Patent has been executed by us concurrently herewith and entitled:

MAPPING BASED MESSAGE ENCODING FOR FAST RELIABLE VISIBLE WATERMARKING

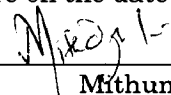
Do hereby sell, assign and transfer to **EPSON RESEARCH AND DEVELOPMENT, INC.**, a corporation of California, having a place of business at 2580 Orchard Parkway, Suite 225, San Jose, California 95131, its successors, assigns, and legal representatives, the full and exclusive right to said invention and said application and to any and all inventions described in said application for the United States, its territorial possessions and all foreign countries, and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States, its territorial possessions and all foreign countries; and in and to any and all continuations-in-part, continuations, divisions, substitutes, reissues, extensions thereof, and all other applications for Letters Patent relating thereto which have been or shall be filed in the United States, its territorial possessions and/or any foreign countries, and all rights, together with all priority rights, under any of the international conventions, unions, agreements, acts, and treaties, including all future conventions, unions, agreements, acts, and treaties;

Agree that **EPSON RESEARCH AND DEVELOPMENT, INC.**, hereinafter referred to as Assignee, may apply for and receive Letters Patent for said invention and said inventions, hereinafter referred to as said invention, in its own name, in the United States, its territorial possessions, and all foreign countries; and that, when requested to carry out in good faith the intent and purpose of this assignment, at the expense of said Assignee, its successors, assigns and legal representatives, the undersigned will execute all continuations-in-part, continuations, divisions, substitutes, reissues, extensions thereof, execute all rightful oaths, assignments, powers of attorney and other papers, testify in any legal or quasi legal proceedings; communicate to said Assignee, its successors, assigns or legal representatives all facts known to the undersigned relating to said invention and the history thereof; and generally do everything possible which said Assignee, its successors, assigns, or legal representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said invention and for vesting title to said invention and all applications for patents on said invention in said Assignee, its successors, assigns, or legal representatives; and

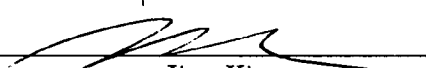
Covenant with said Assignee, its successors, assigns, or legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

IN TESTIMONY WHEREOF we have hereunto set our signature on the date indicated below.

Date: 08/11/2010
Month/Day/Year


Mithun Das Gupta

Date: 08/11/2010
Month/Day/Year


Jing Xiao