PATENT ASSIGNMENT

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SUBMISSION TYPE:		NEW ASSIGNMENT				
NATURE OF CONVEYANCE:		ASSIGNMENT				
CONVEYING PARTY DATA						
N			ame	Execution Date		
Bruce L. Davis				08/23/2007		
Tony F. Rodriguez 09/10/2007						
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:		12758616				
CORRESPONDENCE DATA						
Fax Number:(503)469-4777Correspondence will be sent via US Mail when the fax attempt is unsuccessful.						
Phone: 503-469-4800						
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Correspondent Name: Digimarc Corporation						
Address Line 1: 9405 SW Gemini Dr.						
Address Line 4: Beaverton, OREGON 97008						
ATTORNEY DOCKET NUMBER:			12/758,616			
NAME OF SUBMITTER:			Lisa Parkinson			
Total Attachments: 1 source=11775728 Assignment#page1.tif						

ASSIGNMENT

WHEREAS, we, BRUCE L. DAVIS, of Lake Oswego, State of Oregon and TONY F. RODRIGUEZ, of Portland, State of Oregon, have invented a certain invention, entitled METHODS EMPLOYING TOPICAL SUBJECT CRITERIA IN VIDEO PROCESSING, for which we have made application for Letters Patent of the United States, said application having been filed by us on July 10, 2007, and assigned application no. 11/775,728; and

WHEREAS, DIGIMARC CORPORATION, a corporation organized under the laws of the State of Delaware, 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, we, BRUCE L. DAVIS and 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, 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 us had this assignment and sale not been made, and covenant that we have full right so to do, and agree that we will communicate to DIGIMARC CORPORATION, or its successors and assigns, any facts known to us 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 our respective signatures below.

BRUĆE L. DAVIS

At <u>Beaverton, Oregon</u> (City and State) on this <u>23d</u> day of <u>August</u>, 2007.

RÓØRIGUEZ

At <u>Beaverton, Oregon</u> (City and State) on this <u>10</u>^{ch} day of <u>Septemb</u>, 2007.



RECORDED: 09/17/2010