

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Masaru Hoshino	10/21/2010
RECEIVING PARTY DATA	
Name:	SEIKO EPSON CORPORATION
Street Address:	4-1, Nishi-shinjuku 2-chome
Internal Address:	Shinjuku-ku
City:	Tokyo
State/Country:	JAPAN
Postal Code:	163-0811
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12841533
CORRESPONDENCE DATA	
Fax Number:	(617)310-9000
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	docket@nutter.com
Correspondent Name:	John J. Penny, Jr.
Address Line 1:	155 Seaport Blvd.
Address Line 4:	Boston, MASSACHUSETTS 02210
ATTORNEY DOCKET NUMBER:	109580-66041
NAME OF SUBMITTER:	John J. Penny, Jr.
Total Attachments: 1 source=Assignment#page1.tif	

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PATENT  
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**ASSIGNMENT OF US NON-PROVISIONAL APPLICATION**

In consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid to the undersigned, the receipt and sufficiency of which are hereby acknowledged by the undersigned who at the request of, hereby sell(s), assign(s) and transfer(s) unto:

Seiko Epson Corporation  
4-1, Nishi-shinjuku 2-chome, Shinjuku-ku  
Tokyo 163-0811  
JAPAN

(Hereinafter designated "ASSIGNEE") the right, title and interest for the United States of America as defined in 35 U.S.C. § 100, in the invention disclosed in U.S. Application No. 12/841,833 filed on July 22, 2010, and any all divisions, continuations, substitutions, reissues thereof, and all applications claiming benefit thereto, and all resulting patents, known as

IMAGE PROCESSING CONTENT DETERMINING APPARATUS, COMPUTER READABLE MEDIUM STORING THEREON IMAGE PROCESSING CONTENT DETERMINING PROGRAM AND IMAGE PROCESSING CONTENT DETERMINING METHOD

AND the undersigned hereby authorize(s) and request(s) the United States Commissioner of Patents and Trademarks to issue said Letters Patent to THE said ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns and legal representatives; the undersigned agree(s) that the attorney of record in said application shall hereinafter act on behalf of said ASSIGNEE;

AND the ASSIGNORS further agree to execute any and all patent applications, assignments, affidavits, and any other papers in connection therewith necessary to perfect such patent rights, and also agree, at the request of the Assignee, to testify in any legal proceedings, sign all lawful papers, make all lawful oaths, and generally do everything possible to aid said Assignee, its successors and assigns, to obtain, maintain and enforce patent protection for said invention in all countries.

The ASSIGNORS also hereby grant the law firm of Nutter McClennen & Fish LLP the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this documents.

HOSHINO, MASARU *Masaru Hoshino*  
(inventor)

Dated this 21 day of October, 2010;

(inventor)

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2010;

(inventor)

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2010.