

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jignesh Yashwant Dhruv	01/31/2011
Shalitha Arosha Senanayake	01/31/2011
RECEIVING PARTY DATA	
Name:	CBS Interactive, Inc.
Street Address:	235 Second Street
City:	SAN FRANCISCO
State/Country:	CALIFORNIA
Postal Code:	94105
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13018315
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 2:	34th Floor
Address Line 4:	SAN FRANCISCO, CALIFORNIA 94105
ATTORNEY DOCKET NUMBER:	20109.0012.NPUS00
NAME OF SUBMITTER:	Michael J. Dimino
Total Attachments: 4 source=Assignment_20109_0012_NPUS00_Dhruv_Senanayake#page1.tif source=Assignment_20109_0012_NPUS00_Dhruv_Senanayake#page2.tif	

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PATENT

REEL: 025770 FRAME: 0407

ASSIGNMENT

WHEREAS, Jignesh Yashwant Dhruv and Shalitha Aroscha Senanayake (referred to as "ASSIGNORS") have invented, certain new and useful improvements in an invention entitled **System And Method For Custom Segmentation For Streaming Video**,

- ☐ for which a provisional application for a United States Patent was filed with the United States Patent and Trademark Office on _____, Serial No. _____.
- ☒ for which an application for a United States Patent is being submitted to the United States Patent and Trademark Office herewith; and

WHEREA, **CBS Interactive, Inc.**, having an office at **235 Second Street, San Francisco, CA 94105** (hereinafter referred to as the "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in and to said invention, and in and to said application and any Letters Patent that may issue thereon;

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell and transfer to said ASSIGNEE, and to ASSIGNEE'S successors and assigns, ASSIGNORS' entire right, title and interest in and to said invention in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention by said application or any patent application claiming priority to the application, or any continuation, division, continuation-in-part, reexamination, renewal, substitute, extension or reissue thereof or any legal equivalent thereof in a foreign country for the full term of terms for which the same may be granted; and authorize and request the Commissioner of Patents of the United States and any official of any foreign country whose duty it is to issue patents or legal equivalents thereto, to issue same for this invention to ASSIGNEE, its lawful successors and assigns.

ASSIGNORS further covenant that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to ASSIGNORS and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said

ASSIGNMENT

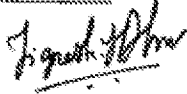
application, said invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof. ASSIGNORS further appoint ASSIGNEE as agent of ASSIGNORS to take all actions believed by ASSIGNEE to be beneficial or necessary to establish, perfect, enforce, or otherwise exercise ASSIGNEE's rights in the invention.

IN WITNESS WHEREOF, we have hereunto set hand and signed on the date indicated below:

SIGNATURES

The signatures must correspond with the names of the inventors above.

INVENTOR



DATE SIGNED

01/31/2011

INVENTOR

DATE SIGNED

ASSIGNMENT

WHEREAS, Jignesh Yashwant Dhruv and Shalitha Arosha Senanayake (referred to as "ASSIGNORS") have invented, certain new and useful improvements in an invention entitled **System And Method For Custom Segmentation For Streaming Video**,

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- ☒ for which an application for a United States Patent is being submitted to the United States Patent and Trademark Office herewith; and

WHEREA, **CBS Interactive, Inc.**, having an office at **235 Second Street, San Francisco, CA 94105** (hereinafter referred to as the "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in and to said invention, and in and to said application and any Letters Patent that may issue thereon;

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ASSIGNORS further covenant that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to ASSIGNORS and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said

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application, said invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof. ASSIGNORS further appoint ASSIGNEE as agent of ASSIGNORS to take all actions believed by ASSIGNEE to be beneficial or necessary to establish, perfect, enforce, or otherwise exercise ASSIGNEE's rights in the invention.

IN WITNESS WHEREOF, we have hereunto set hand and signed on the date indicated below:

SIGNATURES

The signatures must correspond with the names of the inventors above.

INVENTOR

DATE SIGNED

INVENTOR

DATE SIGNED

S. A. Senarayake

1/31/2011