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03/18/2011

ATTORNEY DOCKET NO. 201000357-1

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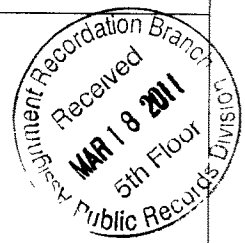
1 Name of conveying party(ies)
Thomas G Malzbender
Daniel George Gelb
Ramin Samadani

2 Name and address of receiving party(ies)
HEWLETT-PACKARD DEVELOPMENT COMPANY, L P
11445 Compaq Center Drive West
Houston, TX 77070

Additional name(s) of conveying party(ies) attached? Yes No
Additional name(s) and address(es) attached? Yes No

3 Nature of Conveyance
 Assignment Merger Change of Name Security Agreement Joint
 Other
Execution Date(s) 1/25/2011

4 Application number(s) or patent number(s)
If this document is being filed together with a new application, execution date of the application is
A Patent Application No (s)
Application No 13/012,776 Date Filed January 24, 2011
Confirmation No 7467
B Patent No (s)



Additional numbers attached? NO

5 Name and address of party to whom correspondence concerning document should be mailed
**Records Manager
Intellectual Property Administration
HEWLETT-PACKARD COMPANY
3404 E. Harmony Road
Mail Stop 35
Fort Collins, Colorado 80528**

6 Total number of applications and patents involved 1
7 Total Fee (37 CFR 3.41) \$40.00
 Enclosed
 Authorization to be charged to deposit account
8 Deposit Account Number 08-2025

9 Statement and signature
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document
Chad A Pahnke
Name of Person Signing

Signature

03/18/2011 KWHITE1 00000025 002025 13012776
01 FC-0021 March 15, 2011

Total number of pages including coversheet, attachments, and documents 3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to Mail Stop Assignment Recordation Services, Director of the USPTO, P O Box 1450, Alexandria, VA 22313-1450

Rev 05/09 (RecdAsgn)

HEWLETT-PACKARD COMPANY
Intellectual Property Administrator
3404 E. Harmony Road
Mail Stop 35
Fort Collins, Colorado 80528

PATENT APPLICATION

ATTORNEY DOCKET NO. 201000357-1

ASSIGNMENT OF PATENT APPLICATION

I/We, the undersigned (each) have agreed and hereby agree to assign to HEWLETT-PACKARD DEVELOPMENT COMPANY, L.P., a Texas Limited Partnership having its principal place of business in Houston, Texas. (hereinafter HPDC), in furtherance of my/our obligations to the Hewlett-Packard Company and its subsidiaries and affiliates, and do hereby assign and transfer to HPDC, its successors and assigns, the entire right, title and interest, including the right of priority, in, to and under an application for Letters Patent of the United States entitled:

METHODS AND APPARATUS TO DIRECT ATTENTION IN A VIDEO CONTENT DISPLAY

Filing Date: January 24, 2011

Application No.: 13/012,776

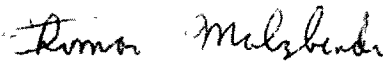
and the invention(s) and improvement(s) set forth therein, and any and all continuations, continuations-in-part (C-I-P's), divisionals and renewals of and substitutes for said application for said Letters Patent, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefore; and any reissues, or reexaminations, or extensions of said Letters Patent.

I/we additionally authorize HPDC to file applications in my/our name for Letters Patent in any country, to be held and enjoyed by HPDC, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by me/us had this assignment, and transfer not been made;

AND I/we hereby covenant that I/we have full right to convey the entire interest herein assigned, and that I/we have not executed and will not execute any agreement in conflict herewith, and I/we further covenant and agree that I/we will, each time a request is made, and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said invention(s) or improvement(s), said application and said Letters Patent, to HPDC, its successors, assigns, nominees or legal representatives, and I/we agree to communicate to HPDC, or to its nominee, all known facts respecting said invention(s) or improvement(s), said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisionals, continuations, C-I-P's, reissue and foreign applications, to make all rightful oaths and declarations, and generally to do everything possible to aid HPDC, its successors, assigns, nominees and legal representatives to obtain and enforce, for its or their own benefit, proper patent protection for said invention(s) or improvement(s) in any and all countries provided the expenses which may be incurred by me/us in lending such cooperation and assistance are paid by HPDC;

AND I/we hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue to HPDC, as assignee of the entire right, title and interest, any and all Letters Patent for said invention(s) or improvement(s), including any and all Letters Patent of the United States which may be issued and granted on or as a result of the application aforesaid, in accordance with the terms of this assignment.

I/we further authorize and direct the attorneys of record to insert the serial number and filing date of said application now identified by the attorney docket number and title set forth above as soon as the same shall have been made known to them by the United States Patent and Trademark Office.



Inventor's Signature

1/25/2011

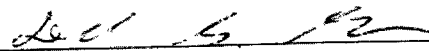
Date Assignment Signed

Thomas G. Malzbender

Inventor's Typed Name

1/25/2011

Date Application Signed



Inventor's Signature

1/25/2011

Date Assignment Signed

Daniel George Gelb

Inventor's Typed Name

1/25/2011

Date Application Signed

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Intellectual Property Administrator
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PATENT APPLICATION

ATTORNEY DOCKET NO. 201000357-1

ASSIGNMENT OF PATENT APPLICATION (cont.)

Ramin Samadani
Inventor's Signature
Date Assignment Signed 1/25/11

Ramin Samadani
Inventor's Typed Name
Date Application Signed 1/25/11

Inventor's Signature
Date Assignment Signed

Inventor's Typed Name
Date Application Signed

Inventor's Signature
Date Assignment Signed

Inventor's Typed Name
Date Application Signed

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