

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT												
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<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>Huipin Zhang</td> <td>07/21/2011</td> </tr> <tr> <td>Jing Wu</td> <td>07/20/2011</td> </tr> <tr> <td>Sijia Chen</td> <td>07/20/2011</td> </tr> <tr> <td>Dunbi Huang</td> <td>07/20/2011</td> </tr> <tr> <td>Yi Guo</td> <td>07/20/2011</td> </tr> </tbody> </table>		Name	Execution Date	Huipin Zhang	07/21/2011	Jing Wu	07/20/2011	Sijia Chen	07/20/2011	Dunbi Huang	07/20/2011	Yi Guo	07/20/2011
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<b>RECEIVING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Name:</b></td> <td>Cisco Technology, Inc.</td> </tr> <tr> <td><b>Street Address:</b></td> <td>170 West Tasman Drive</td> </tr> <tr> <td><b>City:</b></td> <td>San Jose</td> </tr> <tr> <td><b>State/Country:</b></td> <td>CALIFORNIA</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>95134</td> </tr> </table>		<b>Name:</b>	Cisco Technology, Inc.	<b>Street Address:</b>	170 West Tasman Drive	<b>City:</b>	San Jose	<b>State/Country:</b>	CALIFORNIA	<b>Postal Code:</b>	95134		
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<b>CORRESPONDENCE DATA</b>													
<p>Fax Number: (617)227-4420  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 617 239-0100        Email: jbehmke@eapdlaw.com        Correspondent Name: EDWARDS ANGELL PALMER &amp; DODGE LLP        Address Line 1: P.O. BOX 55874        Address Line 4: BOSTON, MASSACHUSETTS 02205</p>													
<b>ATTORNEY DOCKET NUMBER:</b>	88753(310124)												
<b>NAME OF SUBMITTER:</b>	James M. Behmke												
Total Attachments: 6													

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**PATENT**  
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**ASSIGNMENT BY INVENTORS**

**THIS ASSIGNMENT**, made this 21 day of July, 2011,  
by Huipin Zhang; Jing Wu; Sijia Chen; Dunbi Huang; and Yi Guo  
(hereinafter referred to as Assignors), residing at 330 Howard Drive, Santa Clara,  
California 95051; Room 808, Building B, Yunhe Mansion, #22 Wen Yi Road,  
Hangzhou, Gongsu District, Zhejiang 310005, PEOPLE'S REPUBLIC OF CHINA; 11-  
5-602 (5 danyuan, 11 zhuang), Wuyixinsun, Chaowang Road, Hangzhou, Gongsu  
District, Zhejiang 310005, PEOPLE'S REPUBLIC OF CHINA; 3-1-702, Jindu Garden,  
570 Wensan West Road, Hangzhou, Zhejiang 310012, PEOPLE'S REPUBLIC OF  
CHINA; and Rm. 14-4-102, Hupan Lianhuagang Jiayuan, Xidoumen Road, Hangzhou,  
Xihu District, Zhejiang 310012, PEOPLE'S REPUBLIC OF CHINA, respectively;

**WHEREAS**, Assignors have invented certain new and useful improvements  
in ADAPTIVE QUANTIZATION FOR PERCEPTUAL VIDEO CODING, set forth in a  
Patent application for Letters Patent of the United States, filed herewith; and

**WHEREAS**, Cisco Technology, Inc., a corporation organized under and  
pursuant to the laws of California having its principal place of business at 170 West  
Tasman Drive, San Jose, California 95134 (hereinafter referred to as Assignee), is  
desirous of acquiring the entire right, title and interest in and to said inventions and  
said Application for Letters Patent of the United States, and in and to any Letters  
Patent of the United States to be obtained therefore and thereon.

**NOW, THEREFORE**, in consideration of One Dollar (\$1.00) and other good  
and sufficient consideration, the receipt of which is hereby acknowledged, Assignors  
have sold, assigned, transferred and set over, and by these presents do sell, assign,  
transfer and set over, unto Assignee, its successors, legal representatives and  
assigns, the entire right, title and interest in and to the above-mentioned inventions  
and application for Letters Patent, and in and to any and all direct and indirect  
divisions, continuations and continuations-in-part of said application, and any and all  
Letters Patent in the United States and all foreign countries which may be granted  
therefor and thereon, and reissues, reexaminations and extensions of said Letters

Patent, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may be granted and/or extended, as fully and entirely as the same would have been held and enjoyed by Assignors, had this sale and assignment not been made.

**AND** for the same consideration, Assignors hereby represent and warrant to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignors are the sole and lawful owners of the entire right, title and interest in and to the said inventions and application for Letters Patent above-mentioned, and that the same are unencumbered and that Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

**AND** for the same consideration, Assignors hereby covenant and agree to and with Assignee, its successors, legal representatives and assigns, that Assignors will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise: that any proceeding in connection with said inventions, or said Patent application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for said inventions in any country, including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable.

**AND** Assignors hereby request the Commissioner of Patent and Trademarks to issue said Letters Patent of the United States to Assignee, as Assignee

of said inventions and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.


**AND** Assignors hereby grant the following individuals 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 document:

EDWARDS ANGELL PALMER & DODGE LLP

All practitioners at Customer Number 21874

**AND** Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.

Date: 7/21/2011

Signature:   
Huipin Zhang

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Jing Wu

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Sijia Chen

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Dunbi Huang

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Yi Guo

## ASSIGNMENT BY INVENTORS

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**NOW, THEREFORE**, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is hereby acknowledged, Assignors have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions and application for Letters Patent, and in and to any and all direct and indirect divisions, continuations and continuations-in-part of said application, and any and all Letters Patent in the United States and all foreign countries which may be granted therefor and thereon, and reissues, reexaminations and extensions of said Letters Patent, and

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Date: \_\_\_\_\_ Signature: \_\_\_\_\_  
Huipin Zhang

Date: 07/20/2011 Signature: Jing Wu  
Jing Wu

Date: 07/20/2011 Signature: Sijia Chen  
Sijia Chen

Date: 7/20/2011 Signature: Dunbi Huang  
Dunbi Huang

Date: 7/20/2011 Signature: Yi Guo  
Yi Guo