

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Scott McManigal | 08/15/2011 |
| RECEIVING PARTY DATA | |
| Name: | Vizio Inc. |
| Street Address: | 39 Tesla |
| City: | Irvine |
| State/Country: | CALIFORNIA |
| Postal Code: | 92618 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 29399615 |
| CORRESPONDENCE DATA | |
| Fax Number: | (206)203-1108 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 8587567778 |
| Email: | harris@schiplaw.com |
| Correspondent Name: | Scott C. Harris |
| Address Line 1: | P.O. Box 1389 |
| Address Line 4: | Rancho Santa Fe, CALIFORNIA 92067 |
| NAME OF SUBMITTER: | Scott C. Harris |
| Total Attachments: 2 source=Vizio-4344signedassx811#page1.tif source=Vizio-4344signedassx811#page2.tif | |

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PATENT
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ASSIGNMENT OF PATENT RIGHTS

The undersigned assignor ("Assignor") has invented and wishes to assign inventions and improvements (the "Invention(s)") disclosed in

US Patent application number 29/399,615 filed 08/16/2011, entitled "USB Cable"

Now, therefore, for valuable consideration, the receipt and sufficiency of which the Assignor acknowledges, Assignor hereby irrevocably and unconditionally confirms the conveyance, assignment, and transfer to Vizio Inc., having a place of business at 39 Tesla, Irvine, CA 92618 limited liability company ("Assignee"), Assignor's full extent of the right, title, and interest in and to any and all of the following (the "Rights"):

- The Invention(s) and all rights in any country of the world with respect to the Invention(s);
- The patents listed above and all letters patents, United States patents or other governmental grants or issuances that may be granted or issued with respect to the Invention(s) (the "Patent(s)");
- Any patent applications and all divisions, continuations (in whole or in part), substitutions, renewals, and other applications claiming priority rights directly or indirectly from the Patents and/or any such applications (the "Application(s)");
- All reissues, requests for continuing examinations, reexaminations, extensions or registrations of the Application(s) and/or the Patent(s);
- All non-United States patents, patent applications, and counterparts with respect to the Invention(s), the Application(s), and the Patent(s) including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances, and including the right to file foreign applications directly in the name of Assignee;
- The right to claim priority rights deriving from the Patent(s) and/or Application(s) and for Assignee to otherwise avail itself of the provisions of the international conventions governing the protection of inventions;
- All causes of action, remedies and other enforcement rights related to the Application(s), the Invention(s), and the Patent(s), including, without limitation, the right to sue for past, present or future infringement, misappropriation or violation of rights related to the Application(s), the Invention(s), and/or the Patent(s);
- All rights to collect royalties and other payments under or on account of any of the Application(s), the Invention(s), and the Patent(s);
- Any and all other rights and interests arising out of, in connection with, or in relation to the Application(s), the Invention(s), and the Patent(s); and
- All documents related to the conception, diligence and reduction to practice of the Invention(s) and all domestic and international patent filing documents.

Assignor will not execute any writing or do any act conflicting with this Assignment, and, without further compensation, will execute all documents and do such additional acts as Assignee deems necessary or desirable to: perfect enjoyment of the Rights; conduct proceedings

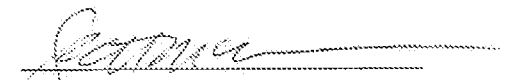
regarding the Rights, including any litigation or interference proceedings; or perfect or defend title to the Rights. Assignor will render any requested assistance in making application for and obtaining original, divisional, continuing (in whole or in part), reissued or extended letters patent on the Invention(s) throughout the world. Assignor requests the respective patent office or governmental agency in each jurisdiction to grant or issue any and all letters patents, certificates of invention, utility models or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

Assignor authorizes and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known, and to correct clerical mistakes in this assignment if necessary.

A copy of this Assignment will be deemed a full legal and formal equivalent of any document that may be required in any country as proof of the right of Assignee to apply for patent or other protection for any Invention(s) and to claim the benefit of the right of priority thereto. Assignor grants to Assignee the right, power and authority to insert in this Assignment any further information or identification that may be necessary or desirable to comply with the applicable rules and procedures for recordation of this Assignment, or perfecting its benefit, throughout the world.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors or assigns, and anyone properly designated by them and will be binding upon Assignor, its successors or assigns, and anyone properly designated by them. This Assignment may be executed in counterparts.

ASSIGNOR:



Scott McManigal

Date: 8.15.11