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Client Code: REDCOM.059A

RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director, U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

 Name of conveying party(ies): (List using letters or numbers for multiple partles) 	2. Name and address of receiving party(ies):
(1) James H. Jannard	Name: RED.COM, INC.
(1) James H. Jannard (2) Graeme Nattress	Street Address: 20291 Valencia Circle
(3) Birnal Mathur	City: Lake Forest State: CA ZIP: 92630
(4) Uday Mathur (5) Deanan DaSilva	Additional name(s) of receiving party(ies)
(6) Peter Jarred Land	attached?
Additional name(s) of conveying party(ies) attached?	() Yes (X) No
() Yes (X) No	
 3. Nature of conveyance: (X) Assignment () Security Agreement () Merger () Change of Name () Other; 	
Execution Date: (List as in section 1 if multiple signatures)	 US or PCT Application number(s) or US Patent number(s):
(1) August 19, 2011 (4) August 19, 2011 (2) August 18, 2011 (5) August 19, 2011	(X) Patent Application No.: 13/215,002 Filing Date: August 22, 2011
(3) August 19, 2011 (6) August 19, 2011	Additional numbers attached? () Yes (X) No
Party to whom correspondence concerning document should be mailed:	 Total number of applications and patents involved: 1
Customer No. 20,995	
Address: Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14 th Floor Irvine, CA 92614 Return Fax: (949) 760-9502	
Attorney's Docket No.: REDCOM.059A	
7. Total fee (37 CFR 1.21(h)): \$40	8. Deposit account number: 11-1410
(X) Authorized to be charged to deposit account	Please charge this account for any additional fees which may be required, or credit any overpayment to this account.
9. Statement and signature.	
To the best of my knowledge and belief, the foregoin copy is a true copy of the original document.	g information is true and correct, and any attached
Sean Ambrosius /Sean Ambrosiu	us/ 8-22-2011
Name of Person Signing Signa	
<u>65,290</u> Registration No.	
Total number of pages including covers	sheet, attachments and document: 15
Documents transmitted via Facsimile to be recorded with re-	
Mail Stop Assignment Director, U.S. Patent a P.O. Bo:	nd Trademark Office
Alexandria, VA Facsimile Number	22313-1450
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Docket Number: REDCOM:059A Page 1 of 7

ACTON

WHEREAS James H. Jannard) a US citizen, residing at Las Vegas, NV, Graeme Nattress, a Canadian citizen, residing at Ottawa ON, Canada, Bimal Mathur, a US citizen, residing at Thousand Oaks, CA. Uday Mathur, a US citizen, residing at Los Angeles, CA, Deanan DaSilva, a US citizen, residing at Hollywood, CA, and Peter Jarred Land, a US citizen, residing at Los Angeles; CA, (individuals hereinafter "ASSIGNORS") invented certain new and useful improvements, technology, inventions; developments, Ideas or discoveries related to HIGH DYNAMIC RANGE VIDEO (collectively hereinafter referred to as the "Work") for which an application for Letters Patent in the United States has been prepared for filing (identified above) with the United States Patent and Trademark Office (hereinafter the "Application");

AND WHEREAS, RED.COM, Inc., a Delaware Corporation, with its principal place of business at 20291 Valencia Circle, Lake Forest, CA 92630 (hereinafter the "ASSIGNEE"), desires to acquire the entire right, title, and interest in and to the Application and the Work.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby acknowledge that ASSIGNORS have sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in the Application and the Work, including all provisional applications relating thereto (including but not limited to U.S. Provisional Application No(s), 61/376,172, August 23, 2010, and 61/473,711, filed April 8, 2011, respectively, and all nonprovisional applications claiming priority thereto, including, all divisions, continuations, continuations-in-part, reissues, and reexaminations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and any related Letters Patent which may hereafter be granted or filed in any country or countries foreign to the United States, all extensions, renewals and reissues thereof; and ASSIGNOR hereby authorizes and requests the Commissioner of Patents 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 all related Letters Patent to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND ASSIGNORS DO HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies ansing out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to the right to sue for, collect, and retain damages for past infringements of said Letters Patent before or after issuance.

AND ASSIGNORS DO HEREBY covenant and agree that ASSIGNORS will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNORS respecting the Work, and testily in any legal proceeding, assist in the preparation of any other provisional or non-provisional applications relating to the Application and the Work or any improvements made thereto, sign all lawful papers, execute and make all rightful oaths and/or declarations in connection with the Application and the Work including any improvements made thereto; any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the ASSIGNEE its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Work in all countries.

PATENT

REEL: 026788 FRAME: 0975

Application No.: Unknown Filing Date: Unknown	Docket Number: REDCOM.059/ Page 2 of 1												
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I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]

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Notary Signature



cation No.: Unknown J Date: Unknown	• ••••••••••••••••••••••••••••••••••••	Docket Number: REDCOM.059 Page 3 of
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		Graeme Nattress
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Application No.: Unknown Filing Date: Unknown	1	Docket Number: REDCOM.059 Page 4 of								
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Application No.: Unknown Filing Date: Unknown	Docket Number: REDCOM.059A Page 5 of 7
IN TESTIMONY WHEREOF, I he	reunto set my hand and seal this H S day of
	Uly Mitt
	Uday Mathur
STATE OF CALIFORNIA)	, SS.
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(he)she/they executed the same in his/her/th	e me, notary public, d to me on the basis of satisfactory evidence to be the o the within instrument, and acknowledged to me that heir authorized capacity(ics), and that by his/her/their or the entity upon behalf of which the person(s) acted,
I certify under PENALTY OF P the foregoing paragraph is true and correct.	ERJURY under the laws of the State of California that
WITNESS my hand and official	- Jangit
LIA GRIEST Commission # 1907253 Notary Public - Celifornis Los Angeles Gounty My Comm. Expires Oct 8, 2014	Notary Signature

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Application No.: Unknown Filing Date: Unknown							Pag)M.059A)e 6 of 7
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Notary Signatur

Application No.: Unknown Filing Date: Unknown	Docket Number: REDCOM.059A Page 7 of 7
AUGUST , 20 11	I hereunto set my hand and seal this 192 day of
	Peter Jarred Land
STATE OF CALIFORNIA	1
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Application No. - Unknown Filing Date: Unknown

Docket Number: REDCOM 059A Page 1 of 7

ASSIGNMENT

WHEREAS, James H. Jannard) a US citizen, residing at Las Vegas, NV, Graeme Nattress, a Canadian citizen, residing at Ottawa, ON, Canada, Bimal Mathur, a US citizen, residing at Thousand Oaks, CA, Uday Mathur, a US citizen, residing at Los Angeles, CA, Deanan DaSilva, a US citizen, residing at Hollywood, CA, and Peter Jarred Land, a US citizen, residing at Los Angeles, CA, (individuals hereinafter "ASSIGNORS") invented certain new and useful improvements, technology, inventions, developments, Ideas or, discoveries related to: HIGH DYNAMIC RANGE VIDEO (collectively hereinafter referred to as the "Work") for which an application for Letters Patent in the United States has been prepared for filing (identified above) with the United States Patent and Trademark Office (hereinafter the "Application");

AND WHEREAS, RED.COM, Inc., a Delaware Corporation, with its principal place of business at 20291 Valencia Circle, Lake Forest, CA 92630 (hereinafter the "ASSIGNEE"), desires to acquire the entire right, title, and interest in and to the Application and the Work.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby acknowledge that ASSIGNORS have sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in the Application and the Work, including all provisional applications relating thereto (including but not limited to U.S. Provisional Application No(s), 61/376,172, August 23, 2010. and 61/473,711, filed April 8, 2011, respectively, and all nonprovisional applications claiming priority thereto, including, all divisions, continuations, continuations/in-part, reissues, and reexaminations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and any related Letters-Patent which may hereafter be granted or filed in any country or countries foreign to the United States, all extensions, renewals and reissues thereof; and ASSIGNOR hereby authorizes and requests the Commissioner of Patents 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 all related Letters Patent to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND ASSIGNORS DO HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patent before or after issuance.

AND ASSIGNORS DO HEREBY covenant and agree that ASSIGNORS will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNORS respecting the Work and testily in any legal proceeding, assist in the preparation of any other provisional or non-provisional applications relating to the Application and the Work or any improvements made thereto, sign all lawful papers, execute and make all rightful oaths and/or declarations in connection with the Application and the Work including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Work in all countries.

cation No.: Unknown) Date: Unknown			I	Docke	t Num	ber:	REDCOM.059A Page 2 of 7				
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On ______, before me, ______, notary public, personally appeared James H. Jannard who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]

Notary Signature

KMOB



Application No.: Unknown	Docket Number: REDCOM.059A
Filing Date: Unknown	Page 4 of 7
IN TESTIMONY WHEREOF, I hereunto set	my hand and seal this day of

Bimal Mathur

STATE OF CALIFORNIA 1 } SS. COUNTY OF J

On ______, before me, ______, notary public, personally appeared Bimal Mathur who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

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WITNESS my hand and official seal.

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On ______, before me, ______, notary public, personally appeared Peter Jarred Land who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

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WITNESS my hand and official seal.

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Notary Signature

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RECORDED: 08/22/2011