

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Hilla Ben-Yaacov	09/25/2011
Eran David Pinhasov	09/25/2011
RECEIVING PARTY DATA	
Name:	Zoran Corporation
Street Address:	1390 Kifer Road
City:	Sunnyvale
State/Country:	CALIFORNIA
Postal Code:	94086
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13237623
CORRESPONDENCE DATA	
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Correspondent Name:	Frommer Lawrence & Haug, LLP
Address Line 1:	745 Fifth Avenue
Address Line 4:	New York, NEW YORK 10151
ATTORNEY DOCKET NUMBER:	1361034-2116.1
NAME OF SUBMITTER:	Laura A. Gold
Total Attachments: 4 source=01002691#page1.tif source=01002691#page2.tif source=01002691#page3.tif source=01002691#page4.tif	

OP \$40.00 13237623

ASSIGNMENT

I, Hilla Ben-Yaacov, a citizen of Israel, residing at 4 Jabotinsky st., Apt. 27, Bat-Yam, Israel, 59446; and

I, Eran David Pinhasov, a citizen of Israel, residing at HaMeyasdim 7/4, Zichron Yaakov, Israel, 30900; and

and each of us, if more than one person is identified above (hereinafter "ASSIGNOR") in consideration of the sum of Ten Dollars (\$10.00), or the equivalent thereof, and other good and valuable consideration, the sufficiency of which and receipt of which are hereby acknowledged, paid to ASSIGNOR by

Zoran Corporation

a Corporation organized under the laws of Delaware, located at 1390 Kifer Road, Sunnyvale, California 94086 (hereinafter "ASSIGNEE"), do hereby sell and assign to said ASSIGNEE, its successors and assigns, the below indicated right, title, and interest, throughout the world in and to my Invention entitled:

LUMA/CHROMA BASED QUANTIZATION

invented by me and described in Patent Application No. 13/237,623, filed on September 20, 2011, in the United States of America, which claims priority to US Provisional Appl. No. 61/385,773 filed September 23, 2010; and all patents, divisions, reissues, continuations and any extensions thereof and rights of priority therein, including the right to sue for past infringement and any such recovery, said interest being my entire ownership interest in the same, to be held and enjoyed by said ASSIGNEE, its successors, assigns, or other legal representatives, to the full end of the term thereof, as fully and entirely as the same would have been held and enjoyed by me if this assignment and sale had not been made, including all rights of Assignor to recover for past infringement thereof;

And for the consideration aforesaid, I hereby covenant and agree to and with said ASSIGNEE, its successors and assigns, that whenever ASSIGNEE, its counsel or representative, or the counsel or representative of its successors or assigns, shall advise that an amendment to, or a division of, or any other proceeding or action in connection with an application concerning said Invention, including interference proceedings, is lawful and desirable, or that a reissue or continuation or extension of such application or patent issuing therefrom is lawful and desirable, I will sign all papers and drawings, take all rightful oaths and affidavits, and do all acts necessary or required to be done for the procurement of all lawful rights associated with the Invention, or for the reissue or continuation or extension of the same, will do all acts necessary or required to secure in said ASSIGNEE, its successors or assigns, the title to and full benefit of all rights hereby assigned, without charge to said ASSIGNEE or its successors or assigns, but at its or their expense; and I hereby appoint every present or future officer of said ASSIGNEE as my agent to sign all such papers and to do all such necessary acts on my behalf, to the fullest extent permitted by law;

And I hereby authorize and request the Commissioner of Patents and Trademarks and any other granting authority to issue any Letters Patent resulting from said Invention and application(s) concerning same to said ASSIGNEE.


This assignment shall have an effective date corresponding to the last date of execution.

I declare under penalty of perjury under the laws of the United States of America, and under penalty of the laws of any other jurisdiction before which this document may be presented, that I have signed this document as my own free act and that all of the foregoing is true and correct.

Dated: _____

Dated: 25-Sep-2011

Hilla Ben-Yaacov, Inventor



Eran David Pinhasov, Inventor

ASSIGNMENT

I, Hilla Ben-Yaacov, a citizen of Israel, residing at 4 Jabotinsky st., Apt. 27, Bat-Yam, Israel, 59446; and

I, Eran David Pinhasov, a citizen of Israel, residing at HaMeyasdim 7/4, Zichron Yaakov, Israel, 30900; and

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LUMA/CHROMA BASED QUANTIZATION

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And for the consideration aforesaid, I hereby covenant and agree to and with said ASSIGNEE, its successors and assigns, that whenever ASSIGNEE, its counsel or representative, or the counsel or representative of its successors or assigns, shall advise that an amendment to, or a division of, or any other proceeding or action in connection with an application concerning said Invention, including interference proceedings, is lawful and desirable, or that a reissue or continuation or extension of such application or patent issuing therefrom is lawful and desirable, I will sign all papers and drawings, take all rightful oaths and affidavits, and do all acts necessary or required to be done for the procurement of all lawful rights associated with the Invention, or for the reissue or continuation or extension of the same, will do all acts necessary or required to secure in said ASSIGNEE, its successors or assigns, the title to and full benefit of all rights hereby assigned, without charge to said ASSIGNEE or its successors or assigns, but at its or their expense; and I hereby appoint every present or future officer of said ASSIGNEE as my agent to sign all such papers and to do all such necessary acts on my behalf, to the fullest extent permitted by law;

And I hereby authorize and request the Commissioner of Patents and Trademarks and any other granting authority to issue any Letters Patent resulting from said Invention and application(s) concerning same to said ASSIGNEE.

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I declare under penalty of perjury under the laws of the United States of America, and under penalty of the laws of any other jurisdiction before which this document may be presented, that I have signed this document as my own free act and that all of the foregoing is true and correct.

Dated: September 25th, 2011



Hilla Ben-Yaacov, Inventor

Dated: _____

Eran David Pinhasov, Inventor