

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Rade Petrovic	11/16/2011
RECEIVING PARTY DATA	
Name:	Verance Corporation
Street Address:	4435 Eastgate Mall
Internal Address:	Suite 350
City:	San Diego
State/Country:	CALIFORNIA
Postal Code:	92121
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13304097
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ATTORNEY DOCKET NUMBER:	77058-8039.US00
NAME OF SUBMITTER:	Dana Lee Spear
Total Attachments: 3 source=2011-11-23_Assignment#page1.tif source=2011-11-23_Assignment#page2.tif source=2011-11-23_Assignment#page3.tif	

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ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each undersigned inventor (hereinafter referred to singly and collectively as "ASSIGNOR") has sold, assigned, and transferred, and by these presents hereby sells, assigns, and transfers, unto

Verance Corporation
4435 Eastgate Mall, Suite 350
San Diego, CA 92121

(hereinafter referred to as "ASSIGNEE") its successors and assigns, the full and exclusive right, title and interest for the United States, its territories and possessions, and all foreign countries in and to this invention relating to

ENHANCED CONTENT MANAGEMENT BASED ON WATERMARK EXTRACTION RECORDS

as set forth in this United States Patent Application Serial No. 13/304,097
filed November 23, 2011.

This assignment includes said application, all legal equivalents thereof in any country, all improvements and modifications of the above-identified invention or inventions, the above-identified application and all other applications for Letters Patent of the United States, foreign patents, utility models, and design registrations granted for above-identified invention or inventions and all improvements and modifications thereof, all Letters Patent of the United States, foreign patents, utility models, and design registrations which may issue from said applications in the United States and countries foreign thereto, all divisions, continuations, reissues, and extensions of said applications and Letters Patent of the United States, foreign patents, utility models, and design registrations, and the right to claim for any of said applications the full benefits and priority rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; such right, title, and interest to be held and enjoyed by ASSIGNEE, its successors and assigns, to the full end of the term or terms for which any and all such Letters Patent of the United States, foreign patents, utility models, and design registrations may be granted as fully and entirely as would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

ASSIGNOR hereby authorizes ASSIGNEE to file patent applications in any or all countries on the above-identified invention or inventions in the name of the undersigned or in the name of ASSIGNEE or otherwise as ASSIGNEE may deem advisable under the International Convention or otherwise.

ASSIGNOR hereby confirms the sale, assignment, and transfer to the ASSIGNEE of the entire right, title and interest throughout the world in said inventions and improvements that may have occurred by operation of an employment agreement between me and the Assignee existing at the time said inventions and improvements were made. Should ASSIGNOR have any remaining interest, ASSIGNOR hereby sells, assigns, and transfers any right, title and interest ASSIGNOR may have in said inventions and improvements anywhere in the world to the ASSIGNEE.

ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE as assignee of the entire interest, for the sole use and benefit of ASSIGNEE, its successors and assigns.

ASSIGNOR hereby agrees (a) to communicate to ASSIGNEE, its successors and assigns, or their representative or agents, all facts and information known or available to ASSIGNOR respecting said invention or inventions, improvements, and modifications including evidence for interference, reexamination, reissue, opposition, revocation, extension, or infringement purposes or other legal, judicial, or administrative proceedings, whenever requested by ASSIGNEE; (b) to testify in person or by affidavit as required by ASSIGNEE, its successors and assigns, in any such proceeding in the United States or a country foreign thereto; (c) to execute and deliver, upon request by ASSIGNEE, all lawful papers including, but not limited to, original, divisional, continuation, and reissue applications, renewals, assignments, powers of attorney, oaths, affidavits, and declarations, depositions; and (d) to provide all reasonable assistance to ASSIGNEE, its successors and assigns, in obtaining and enforcing proper title in and protection for said invention or inventions, improvements, and modifications under the intellectual property laws of the United States and countries foreign thereto.

ASSIGNOR hereby represents and warrants that ASSIGNOR has the full and unencumbered right to sell, assign, and transfer the interests sold, assigned, and transferred herein.

ASSIGNOR hereby represents and warrants that ASSIGNOR has not and will not make or enter into an assignment, sale, agreement or encumbrance in conflict with the assignment of said inventions and improvements to the ASSIGNEE.

ASSIGNOR HEREBY GRANTS to the law firm of **PERKINS COIE LLP** the power and authority to insert in this Assignment any further identification which may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

ASSIGNOR UNDERSTANDS AND AGREES that the attorneys and agents of the law firm of **PERKINS COIE LLP** do not personally represent ASSIGNOR OR ASSIGNOR's legal interests, but instead represent the interests of ASSIGNEE; since said attorneys and agents cannot provide legal advice to ASSIGNOR with respect to this Assignment, ASSIGNOR acknowledges its right to seek its own independent legal counsel.

Executed this 16 day of November, 2011.

State of California)

County of San Diego)

Rade Petrovic

RADE PETROVIC

On this 16 day of November, 2011, before me, Laura Scheer (a notary public in and for said county), personally appeared Rade Petrovic, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person 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.

Signature

Laura Scheer

My Commission Expires:

Dec. 4, 2014

