

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Lei Zheng</td> <td>01/10/2012</td> </tr> <tr> <td>Lei Che</td> <td>01/10/2012</td> </tr> <tr> <td>Qiangzi Cong</td> <td>01/10/2012</td> </tr> <tr> <td>Tianxin Jiang</td> <td>01/10/2012</td> </tr> <tr> <td>Mingdong Huang</td> <td>01/10/2012</td> </tr> </tbody> </table>		Name	Execution Date	Lei Zheng	01/10/2012	Lei Che	01/10/2012	Qiangzi Cong	01/10/2012	Tianxin Jiang	01/10/2012	Mingdong Huang	01/10/2012
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<table border="1"> <tr> <td>Name:</td> <td>Shangdong New Beiyang Information Technology Co., Ltd.</td> </tr> <tr> <td>Street Address:</td> <td>No. 169 Huoju Road, Hi-Tech. Zone</td> </tr> <tr> <td>City:</td> <td>Weihai, Shandong</td> </tr> <tr> <td>State/Country:</td> <td>CHINA</td> </tr> <tr> <td>Postal Code:</td> <td>264209</td> </tr> </table>		Name:	Shangdong New Beiyang Information Technology Co., Ltd.	Street Address:	No. 169 Huoju Road, Hi-Tech. Zone	City:	Weihai, Shandong	State/Country:	CHINA	Postal Code:	264209		
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CORRESPONDENCE DATA													
<p>Fax Number: (801)328-1707</p> <p>Phone: 801-533-9800</p> <p>Email: lpotter@wnlaw.com</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Workman Nydegger</p> <p>Address Line 1: 60 East South Temple</p> <p>Address Line 2: 1000 Eagle Gate Tower</p> <p>Address Line 4: Salt Lake City, UTAH 84111</p>													
ATTORNEY DOCKET NUMBER:	16471.23												
NAME OF SUBMITTER:	Robyn L. Phillips												
<p>Total Attachments: 2</p> <p>source=16471-23_20120308_371Application-Executed-Assignment#page1.tif</p> <p>source=16471-23_20120308_371Application-Executed-Assignment#page2.tif</p>													

OP \$40.00 13395109

ASSIGNMENT WITHOUT NOTARIZATION

WHEREAS, I, ZHENG, Lei; CHE, Lei; CONG, Qiangzi; JIANG, Tianxin and HUANG, Mingdong residing at No. 169 Huoju Road, Hi-Tech. Zone, Weihai, Shandong 264209, P.R. China, made certain new and useful inventions and improvements for which we filed an application for Letters Patent of the United States on March 8, 2012, application Serial No. 13/395,109, which is entitled APPARATUS AND METHOD FOR PROCESSING A RECORDING MEDIUM WITH EMBEDDED INFORMATION.

AND WHEREAS, SHANDONG NEW BEIYANG INFORMATION TECHNOLOGY CO.,LTD., a corporation organized and existing under and by virtue of the laws of P.R. China, and having an office and place of business at No. 169 Huoju Road, Hi-Tech. Zone, Weihai, Shandong 264209, P.R. China (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of One Dollar and other good and valuable considerations, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the application, all divisions, continuations, or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the Assignee, its successors and assigns.

AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things

which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

ZHENG, Lei 10/1/2012
Signature of Inventor #1 Date

NAME: ZHENG, Lei

CHE, Lei 10/1/2012
Signature of Inventor #2 Date

NAME: CHE, Lei

Qiangzi Cong 10/1/2012
Signature of Inventor #3 Date

NAME: CONG, Qiangzi

JIANG Tianxin 10/1/2012
Signature of Inventor #4 Date

NAME: JIANG, Tianxin

HUANG Mingdong 10/1/2012
Signature of Inventor #5 Date

NAME: HUANG, Mingdong