

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>Douglas Scott Price</td> <td>04/10/2012</td> </tr> <tr> <td>Xiaosong Zhou</td> <td>04/10/2012</td> </tr> <tr> <td>Hsi-Jung Wu</td> <td>04/10/2012</td> </tr> </tbody> </table>		Name	Execution Date	Douglas Scott Price	04/10/2012	Xiaosong Zhou	04/10/2012	Hsi-Jung Wu	04/10/2012		
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<table border="1"> <tr> <td>Name:</td> <td>Apple Inc.</td> </tr> <tr> <td>Street Address:</td> <td>1 Infinite Loop</td> </tr> <tr> <td>City:</td> <td>Cupertino</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>95014-2084</td> </tr> </table>		Name:	Apple Inc.	Street Address:	1 Infinite Loop	City:	Cupertino	State/Country:	CALIFORNIA	Postal Code:	95014-2084
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CORRESPONDENCE DATA											
<p>Fax Number: (202)220-4201 Phone: 202-220-4200 Email: jhan@KENYON.COM <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: KENYON & KENYON LLP Address Line 1: 1500 K STREET NW Address Line 2: SUITE 700 Address Line 4: WASHINGTON, DISTRICT OF COLUMBIA 20005-1257</p>											
ATTORNEY DOCKET NUMBER:	13316/1196201										
NAME OF SUBMITTER:	Jeney Han										
Total Attachments: 1 source=13316_1196201_Assignment#page1.tif											

OP \$40.00 13443745

ASSIGNMENT

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned hereby sell, assign, and transfer to **Apple Inc.**, a corporation of the state of California, having a principal place of business at 1 Infinite Loop, Cupertino, California, 95014-2084 ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions and discoveries that are disclosed in the United States Patent Application entitled:

FRAME ENCODING SELECTION BASED ON FRAME SIMILARITIES AND VISUAL QUALITY AND INTERESTS

the specification of which is attached hereto unless the following is entered:


Filed on	as United States Application Number or PCT International Application Number	and was amended on (if applicable)

and in and to said United States Patent Application and all provisional, divisional, continuing, substitute, renewal, reissue, and other patent applications that have been or shall be filed in the United States or any foreign country on any of said inventions and discoveries; and in and to all original and reissued patents that have been or shall be issued in the United States or any foreign country on said inventions and discoveries; and in and to all rights of priority resulting from the filing of said United States Patent Application;


agree that said Assignee may apply for and receive a patent or patents for said inventions and discoveries in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional, divisional, continuing, substitute, renewal, reissue, and other patent applications on any and all said inventions and discoveries; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said inventions and discoveries and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions and discoveries and for vesting title to said inventions and discoveries, and all applications for patents and all patents on said inventions and discoveries, in said Assignee, its successors, assigns, and legal representatives; and

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

Inventor: Douglas Scott Price

Inventor Signature 	Date 4/10/12
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Inventor: Xiaosong Zhou

Inventor Signature 	Date 4/10/12
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Inventor: Hsi-Jung Wu

Inventor Signature 	Date 4/10/12
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