

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>Juwei Lu</td> <td>04/17/2012</td> </tr> <tr> <td>Bradley Denney</td> <td>04/17/2012</td> </tr> </tbody> </table>		Name	Execution Date	Juwei Lu	04/17/2012	Bradley Denney	04/17/2012
Name	Execution Date						
Juwei Lu	04/17/2012						
Bradley Denney	04/17/2012						
RECEIVING PARTY DATA							
Name:	Canon Kabushiki Kaisha						
Street Address:	30-2, Shimomaruko 3-chome, Ohta-ku						
City:	Tokyo						
State/Country:	JAPAN						
Postal Code:	146-8501						
PROPERTY NUMBERS Total: 1							
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13451436</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13451436		
Property Type	Number						
Application Number:	13451436						
CORRESPONDENCE DATA							
Fax Number:	(949)932-3560						
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>							
Correspondent Name:	Canon U.S.A. Inc. Intellectual Property						
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Address Line 4:	Irvine, CALIFORNIA 92618-3731						
ATTORNEY DOCKET NUMBER:	0100-12101-CINC						
NAME OF SUBMITTER:	Christina Ellis						
Total Attachments: 2 source=0100-12101-assign#page1.tif source=0100-12101-assign#page2.tif							

CH \$40.00 13451436

ASSIGNMENT

FOR VALUE RECEIVED, I/WE

Juwei Lu,
Bradley Denney;

Citizen(s) of Canada,
USA, respectively;

residing at Irvine, CA,
Irvine, CA, respectively;

hereby sell, assign, transfer, and convey unto

Canon Kabushiki Kaisha

a corporation of Japan

having a place of business at 30-2, Shimomaruko 3-chome, Ohta-ku, Tokyo, Japan

(hereinafter called the "Assignee"), its successors, assigns, and legal representatives, the entire right, title, and interest, for all countries, in and to certain inventions relating to

SYSTEMS AND METHODS FOR TOPIC-SPECIFIC VIDEO PRESENTATION

By: **Juwei Lu et al.**

(Attorney Docket No. 0100-12101-CINC)

and described in an application for Letters Patent of the United States (the "Application") executed by me/us and which is filed concurrently herewith or was filed on _____ and accorded Serial No. _____, and in and to said application, and all divisions, renewals, and continuations thereof, and all Letters Patent of the United States which may be granted, thereon, and all reissues and extensions thereof, and all applications for Letters Patent or other grants of protection of proprietary rights including, but not limited to, inventor's certificate, utility model, utility certificate, patent of importation, registration of patent and industrial design registration which may be filed, and which may be granted, upon said inventions in any countries or regions foreign to the United States, and all reissues, renewals, and extensions thereof; and I/we hereby authorize and request the Commissioner for Patents and Trademarks of the United States, and all officials of countries or regions foreign to the United States having authority to do so, to issue all such Letters Patent or other grants of protection upon said inventions to the Assignee or to such nominees as the Assignee may designate.

AND I/we authorize and empower the Assignee or nominees to invoke and claim for any application for such Letters Patent or other grants of protection for said inventions filed by the Assignee or nominees, the benefit of the right of priority provided by the international Convention for the Protection of Industrial Property, as amended, or by a convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from me/us.

Assignment for 0100-12101-CINC

AND I/we hereby consent that a copy of this assignment shall be deemed a full and formal equivalent of any assignment, consent to file, or like document which may be required in any country or region for any purpose and more particularly in proof of the right of the Assignee or nominees to claim the aforesaid benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention which may henceforth be substituted for it.


AND I/we hereby covenant that I/we have the full right to convey the entire right, title, and interest herein assigned and that I/we have not executed and will not execute any agreement in conflict herewith.

AND I/we hereby covenant and agree that I/we will communicate to the Assignee or nominees all facts known to me/us pertaining to said inventions, and testify in all legal proceedings, sign all lawful papers, execute all divisional, continuing, and reissue applications, make all rightful oaths and declarations, and in general perform all lawful acts necessary or proper to aid the Assignee or nominees in obtaining, maintaining, and enforcing all lawful patent or other grants of protection of said invention in any and all countries and regions.

AND I/we hereby authorize the attorneys of record for the Application or the attorneys' representative to fill in the serial number and filing date, if known, in the spaces above.


IN TESTIMONY WHEREOF, I/we hereunto set my/our hand and seal on the day indicated below:

April 17, 2012
Date



Juwei Lu

April 17, 2012
Date



Bradley Denney