

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>Tomasz Adamek</td> <td>02/01/2013</td> </tr> <tr> <td>Javier Rodriguez Benito</td> <td>02/01/2013</td> </tr> </tbody> </table>		Name	Execution Date	Tomasz Adamek	02/01/2013	Javier Rodriguez Benito	02/01/2013				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>TELEFONICA</td> </tr> <tr> <td>Street Address:</td> <td>Gran Via, 28</td> </tr> <tr> <td>City:</td> <td>Madrid</td> </tr> <tr> <td>State/Country:</td> <td>SPAIN</td> </tr> <tr> <td>Postal Code:</td> <td>E-28013</td> </tr> </table>		Name:	TELEFONICA	Street Address:	Gran Via, 28	City:	Madrid	State/Country:	SPAIN	Postal Code:	E-28013
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CORRESPONDENCE DATA											
<p>Fax Number: 7709840098 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Email: patent@gardnergroff.com Correspondent Name: Lawrence Villanueva Address Line 1: 2018 Powers Ferry Road, Suite 800 Address Line 4: Atlanta, GEORGIA 30339</p>											
ATTORNEY DOCKET NUMBER:	24H06.1-010										
NAME OF SUBMITTER:	Lawrence A. Villanueva										
<p>Total Attachments: 4 source=10_Assignment#page1.tif source=10_Assignment#page2.tif source=10_Assignment#page3.tif source=10_Assignment#page4.tif</p>											

OP \$40.00 13806788

**ASSIGNMENT
{U.S. Rights Only}**

WHEREAS, we, **TOMASZ ADAMEK**, residing at Gran Via, 28, Madrid E-28013, Spain; and **JAVIER RODRIGUEZ BENITO**, residing at Gran Via, 28, Madrid E-28013, Spain; hereinafter "Assignors", have invented new and useful improvements in a **"METHOD AND SYSTEM FOR FAST AND ROBUST IDENTIFICATION OF SPECIFIC PRODUCTS IN IMAGES"** for which U.S. National Phase Application No. 13/806,788 was filed December 24, 2012, and;

WHEREAS **TELEFONICA, S.A.**, having a place of business as Gran Via, 28, Madrid E-28013, Spain; hereinafter, "Assignee", is desirous of acquiring the entire interest in the same;

NOW, THEREFORE, for good and valuable consideration, Assignors hereby do sell, assign, and transfer unto Assignee the entire right, title and interest in and to said invention and application in the United States, including without limitation, any Letters Patent which may issue thereon or therefore, and any subsequent patent(s) or application s(s) claiming priority to the above-identified application, including any non-provisional U.S. patent application(s) claiming priority under 35 U.S.C. § 119(e), any reissue, reexamination, division, continuation-in-part, extension or continuation applications(s), all rights of priority under any international treaty or convention arising from said applications, and the right to sue and collect damages for any past, present, or future infringement; the same for Assignee's legal representatives and assigns, as

fully and entirely as the same would have been held by Assignors has this assignment and sale not been made;

AND, we, hereby bind ourselves, our heirs, legal representatives, administrators and assigns properly to execute without further consideration any and all applications(s), petitions, oaths, declaration and assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment, transfer and conveyance hereby made or intended to be made and generally do everything possible to aid Assignee, its legal representatives and assigns to obtain and enforce proper protection for said inventions in all countries throughout the world.

Signatures continue on next page

IN WITNESS WHEREOF, I have executed this assignment this 1 day of
FEBRUARY, 2013.

Signed: Adamek

Printed Name: TOMASZ ADAMEK

Witness

Witness

Date

Date

IN WITNESS WHEREOF, I have executed this assignment this _____ day of _____, 2013.

Signed: _____



Printed Name: JAVIER RODRIGUEZ BENITO

Witness

Witness

Date

Date