

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>John Fitzpatrick</td> <td>05/10/2013</td> </tr> <tr> <td>Patrick McDonagh</td> <td>05/09/2013</td> </tr> </tbody> </table>		Name	Execution Date	John Fitzpatrick	05/10/2013	Patrick McDonagh	05/09/2013				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>University College Dublin</td> </tr> <tr> <td>Street Address:</td> <td>Belfield</td> </tr> <tr> <td>City:</td> <td>Dublin</td> </tr> <tr> <td>State/Country:</td> <td>IRELAND</td> </tr> <tr> <td>Postal Code:</td> <td>4</td> </tr> </table>		Name:	University College Dublin	Street Address:	Belfield	City:	Dublin	State/Country:	IRELAND	Postal Code:	4
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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>13837576</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13837576						
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CORRESPONDENCE DATA											
<p>Fax Number: 6175236850 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 617-305-2010 Email: patentdocketing@hklaw.com, robyn.lecesse@hklaw.com Correspondent Name: Jeffrey T. Placker Address Line 1: Holland & Knight LLP Address Line 2: 10 St. James Avenue Address Line 4: BOSTON, MASSACHUSETTS 02116-3889</p>											
ATTORNEY DOCKET NUMBER:	00379/CAM920130008US1										
NAME OF SUBMITTER:	Robyn L. Lecesse										
Signature:	/Robyn L. Lecesse/										
Date:	05/15/2013										
Total Attachments: 3 source=11059500379Assignment-UCD#page1.tif source=11059500379Assignment-UCD#page2.tif source=11059500379Assignment-UCD#page3.tif											

CH \$40.00 13837576

ASSIGNMENT

Whereas, the undersigned Inventor(s) has/have made certain inventions, improvements, and discoveries (herein referred to as the "Invention") in:

Title of the Invention: **SYSTEM AND METHOD FOR MONITORING VIDEO PERFORMANCE**

and further identified by the Docket Number provided above in the header of this Assignment, for which an application for a United States Patent was executed concurrently herewith or was filed having:

Serial Number: 13/837,576, filed March 15, 2013

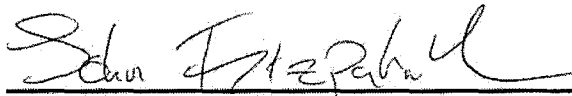
Whereas, the UNIVERSITY COLLEGE DUBLIN, a University having a place of business at Belfield, Dublin 4, IRELAND, (herein referred to as "UNIVERSITY COLLEGE DUBLIN"), desires to acquire, and each undersigned Inventor desires to grant to UNIVERSITY COLLEGE DUBLIN, the entire worldwide right, title, and interest in and to the Invention and in and to any and all patent applications and patents directed thereto;

Now, therefore, for good and valuable consideration, the receipt and sufficiency thereof being hereby acknowledged, each undersigned Inventor ("ASSIGNOR") hereby sells, assigns, and otherwise transfers to the UNIVERSITY COLLEGE DUBLIN (the "ASSIGNEE"), its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the Invention, the above-identified United States patent application, and any and all other patent applications and patents for the Invention which may be applied for or granted therefore in the United States and in all foreign countries and jurisdictions, including all divisions, continuations, reissues, reexaminations, renewals, extensions, counterparts, substitutes, and extensions thereof, and all rights of priority resulting from the filing of such applications and granting of such patents. In addition, each undersigned Inventor hereby authorizes and requests the Director of the United States Patent and Trademark Office to issue any United States Patent, and foreign patent authorities to issue any foreign patent, granted for the Invention, to UNIVERSITY COLLEGE DUBLIN, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the same to be held and enjoyed by UNIVERSITY COLLEGE DUBLIN, its successors, legal representatives, and assigns to the full end of the terms for which any and all such patents may be granted, as fully and entirely as would have been held and enjoyed by the undersigned had this Assignment not been made; and each undersigned Inventor agrees to execute any and all documents and instruments and perform all lawful acts reasonably related to recording this Assignment or perfecting title to the Invention and all related patents and applications, in UNIVERSITY COLLEGE DUBLIN, its successors, legal representatives, and assigns, whenever requested by UNIVERSITY COLLEGE DUBLIN, its successors, legal representatives, or assigns.


Each undersigned Inventor acknowledges their prior and ongoing obligations to sell, assign, and transfer the rights under this Assignment to UNIVERSITY COLLEGE DUBLIN and is unaware of any reason why they may not have the full and unencumbered right to sell, assign, and transfer the rights hereby sold, assigned, and transferred, and has not executed, and will not execute, any document or instrument in conflict herewith. Each undersigned Inventor also hereby grants UNIVERSITY COLLEGE DUBLIN, its successors, legal representatives, and assigns, the right to insert in this Assignment any further identification (including, but not limited to, patent application Serial Number) which may be necessary or desirable for recordation of this Assignment.

[Inventor Signature Page(s) Follows]

Executed by Inventor 1

Signature:  Date: 10/05/2013
(John Fitzpatrick)

Executed by Inventor 1



Signature: _____

Date: 9 May 2013 _____

(Patrick McDonagh)