

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2874190

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	MICHAEL CHRISTOPHER VARTANIAN	05/24/2014
RECEIVING PARTY DATA		
Name:	CAMBRIDGE SILICON RADIO LIMITED	
Street Address:	CHURCHILL HOUSE, CAMBRIDGE BUSINESS PARK, COWLEY ROAD	
City:	CAMBRIDGE	
State/Country:	UNITED KINGDOM	
Postal Code:	CB4 0WZ	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	14289307
CORRESPONDENCE DATA		
Fax Number:	(206)381-3301	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	206-957-2168	
Email:	patentdocketing@lowegrahamjones.com	
Correspondent Name:	KARL A. HEFTER	
Address Line 1:	701 FIFTH AVENUE, SUITE 4800	
Address Line 2:	LOWE GRAHAM JONES PLLC	
Address Line 4:	SEATTLE, WASHINGTON 98104	
ATTORNEY DOCKET NUMBER:	CSRT-1-0300	
NAME OF SUBMITTER:	SHANNON M. LIVINGSTON	
SIGNATURE:	/Shannon M. Livingston/	
DATE SIGNED:	05/28/2014	
Total Attachments: 2		
source=Executed Assignment#page1.tif		
source=Executed Assignment#page2.tif		

ASSIGNMENT

I, Michael Christopher Vartanian, residing in Commerce Township, Michigan, with a mailing address at Churchill House, Cambridge Business Park, Cowley Road, Cambridge CB4 0WZ, United Kingdom;

and each of us, if more than one person is identified above (hereinafter "ASSIGNOR") for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, paid to ASSIGNOR by

CAMBRIDGE SILICON RADIO LIMITED

a Limited company organized under the laws of Great Britain, located at Churchill House, Cambridge Business Park, Cowley Road, Cambridge CB4 0WZ, United Kingdom (hereinafter "ASSIGNEE"), do hereby sell and assign to said ASSIGNEE, its successors and assigns, the below indicated right, title, and interest, throughout the world in and to my Invention entitled:

**METHOD FOR EMBEDDING PRODUCT INFORMATION IN VIDEO USING RADIO
FREQUENCY INFORMATION**

invented by me and described in the specification bearing the above Attorney Docket No. and title executed by me concurrently herewith; and all patents, divisions, reissues, continuations, continuations-in-part and any extensions thereof and rights of priority therein, including the right to sue for past infringement and any such recovery, said interest being my entire ownership interest in the same, to be held and enjoyed by said ASSIGNEE, its successors, assigns, or other legal representatives, to the full end of the term thereof, as fully and entirely as the same would have been held and enjoyed by me if this assignment and sale had not been made, including all rights of Assignor to recover for past infringement thereof;

And for the consideration aforesaid, I hereby covenant and agree to and with said ASSIGNEE, its successors and assigns, that whenever ASSIGNEE, its counsel or representative, or the counsel or representative of its successors or assigns, shall advise that an amendment to, or a

division of, or any other proceeding or action in connection with an application concerning said Invention, including interference proceedings, is lawful and desirable, or that a reissue or continuation or extension of such application or patent issuing therefrom is lawful and desirable, I will sign all papers and drawings, take all rightful oaths and affidavits, and do all acts necessary or required to be done for the procurement of all lawful rights associated with the Invention, or for the reissue or continuation or extension of the same, will do all acts necessary or required to secure in said ASSIGNEE, its successors or assigns, the title to and full benefit of all rights hereby assigned, without charge to said ASSIGNEE or its successors or assigns, but at its or their expense; and I hereby appoint every present or future officer of said ASSIGNEE as my agent to sign all such papers and to do all such necessary acts on my behalf, to the fullest extent permitted by law;

And I hereby authorize and request the Commissioner of Patents and Trademarks and any other granting authority to issue any Letters Patent resulting from said Invention and application(s) concerning same to said ASSIGNEE.

This assignment shall have an effective date corresponding to the last date of execution.

I declare under penalty of perjury under the laws of the United States of America, and under penalty of the laws of any other jurisdiction before which this document may be presented, that I have signed this document as my own free act and that all of the foregoing is true and correct.



Michael Christopher Vartanian

Date: _____

5/24/2014