PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
MICHAEL JAMES KNEE	07/16/2014

RECEIVING PARTY DATA

Name:	SNELL LIMITED
Street Address:	Hartman House
Internal Address:	Danehill, Lower Earley
City:	Reading, Berkshire
State/Country:	UNITED KINGDOM
Postal Code:	RG6 4PB

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	14328459

CORRESPONDENCE DATA

Fax Number: (414)277-0656

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.

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Email:mkeipdocket@michaelbest.comCorrespondent Name:MICHAEL BEST & FRIEDRICH LLP

Address Line 1: 100 E. WISCONSIN AVENUE

Address Line 2: SUITE 3300

Address Line 4: MILWAUKEE, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	087805-9079-US00	
NAME OF SUBMITTER:	DEREK C. STETTNER	
SIGNATURE:	/derek c. stettner/	
DATE SIGNED:	08/05/2014	

Total Attachments: 1

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PATENT 502922181 REEL: 033467 FRAME: 0277

ASSIGNMENT

Pursuant to my obligation to Snell Limited (hereinafter referred to as "Assignee"), a British company having its principal place of business at:

> Hartman House Danehill Lower Earley Reading Berkshire RG6 4PB United Kingdom

and for other valuable and sufficient consideration, receipt whereof is hereby acknowledged, I:

Michael James Knee 9b Dragon Street Petersfield Hampshire **GU31 4JN** United Kingdom

confirm my obligation to and hereby sell, assign and convey, unto Assignee, its successors and assigns, my entire right, title and interest in the U.S. -

- (1) in and to inventions described in a patent application titled "ENHANCING PERCEIVED SHARPNESS OF IMAGES" for which I filed United States Patent Application No. 14/328,459 (Atty. File No. 087805-9079-US00) (hereinafter the "U.S. utility patent application");
- (2) in and to the U.S. utility patent application, in and to all other patent applications (including divisional, continuation, continuation-in-part, 35 U.S.C. §111(b) provisional, 35 U.S.C. §111(a), and reissue applications) based upon said invention, and in and to the patent or patents to be granted thereon, to the full end of the term or terms for which said patent or patents may be granted;

And I hereby agree that I will, upon demand of Assignee, its successors or assigns, and without further consideration to me, execute any and all papers that may be necessary, or deemed by Assignee, its successors or assigns, to be necessary, to a complete fulfillment of the intent and purposes of this Assignment, it being understood that any expense incident to the execution of such papers shall be paid by Assignee, its successors and assigns, and not by me.

And the Commissioner of Patents and Trademarks of the United States is hereby authorized and requested to issue said patent or patents to Assignee.

July 16, 2014

RECORDED: 08/05/2014

PATENT **REEL: 033467 FRAME: 0278**