

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3213855

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	ANDREW THURLING	07/01/2014
RECEIVING PARTY DATA		
Name:	ELDON TECHNOLOGY LIMITED	
Street Address:	BECKSIDE DESIGN CENTRE, MILLENNIUM BUSINESS PARK	
Internal Address:	STATION ROAD, STEETON	
City:	KEIGHLEY, WEST YORKSHIRE	
State/Country:	GREAT BRITAIN	
Postal Code:	BD20 6QW	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	14321613
CORRESPONDENCE DATA		
Fax Number:	(303)571-4321	
<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:	303-571-4000	
Email:	kswenson@kilpatricktownsend.com	
Correspondent Name:	KILPATRICK TOWNSEND & STOCKTON LLP	
Address Line 1:	EIGHTH FLOOR, TWO EMBARCADERO CENTER	
Address Line 4:	SAN FRANCISCO, CALIFORNIA 94111	
ATTORNEY DOCKET NUMBER:	P2014-01-25 (899890)	
NAME OF SUBMITTER:	AARON R. SWEHLA	
SIGNATURE:	/Aaron R. Swehla/	
DATE SIGNED:	02/05/2015	
Total Attachments: 3		
source=assignment#page1.tif		
source=assignment#page2.tif		
source=assignment#page3.tif		

**ASSIGNMENT AND AGREEMENT IN AN APPLICATION FOR
LETTERS PATENT**

WHEREAS, Andrew Thurling, a citizen of the United Kingdom, residing at Edge Farm, Braithwaite Edge Road, Keighley, West Yorkshire, United Kingdom, BD22 6RA, (hereinafter "Assignor") has invented and/or discovered certain new and useful invention, process, machine, manufacture, or composition of matter, or any new and useful improvement in an invention as described in an application for Letters Patent entitled "Systems and Methods for Facilitating Enhanced Display Characteristics Based on Viewer State" filed in and/or with the United States Patent and Trademark Office on July 1, 2014, and which has been assigned Application Serial Number 14/321,613 and which is further identified by the EchoStar Docket No. set forth above (hereinafter, the "Invention"); and

WHEREAS, Eldon Technology Limited, a private limited company organized and existing under the laws of the United Kingdom and having a principal place of business of Becksides Design Centre, Millenium Business Park, Station Road, Steeton, Keighley BD20 6QW, United Kingdom (hereinafter, the "Assignee") desires to acquire all rights, title and interest in and to the Invention, including, but not limited to, all rights, title and interest in and to past, present and future damages, injunctive relief and to any and all other additional rights, title, interest, relief and/or remedies granted by any legislative, judicial, quasi-judicial, administrative or other body, or otherwise; and

WHEREAS, Assignor, to the extent he/she owns any right, title and interest in and to the Invention is desirous of assigning any and all such rights, title and/or interest to Assignee.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over unto Assignee and its legal representatives, successor and assigns, the entire right, title and interest, including any all rights in and/or to past, present and future damages, injunctive relief and/or any other remedy and relief granted by a legislative, judicial, quasi-judicial or administrative body, in and to said Invention, said application, for any and all non-provisional, national, international, foreign, and regional applications corresponding and/or claiming priority thereto, any divisions, continuations, continuations-in-part, reissues, reexaminations, renewals, and extensions thereof, and the Letters Patent, both foreign and domestic, that may or shall issue thereon, and does request the Commissioner of Patents to issue said Letters Patent to the Assignee, consistent with the terms of this agreement.

Assignor hereby authorizes Assignee to insert in this instrument the filing date and Application Serial Number in the above fields if not already present at the time of execution of this instrument.

Assignor hereby declares that he/she is the sole inventor of the Invention.

UPON SAID CONSIDERATION, Assignor hereby covenants and agrees with Assignee that he/she will not execute any writing or do any act whatsoever conflicting with these presents, and agrees that, when requested, he/she will, without charge to Assignee but at its expense, execute such additional assignments, declarations and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, continuation,

continuation-in-part, divisional, renewal, reissued or extended Letters Patent of the United States, or of any and all foreign countries, on said invention, and in enforcing any rights or chooses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of, the assigns and legal representatives of both parties.

Assignor agrees that he/she will communicate to Assignee or its representatives any facts known to Assignor respecting said inventions within a reasonable time of discovering or coming into possession of the same.

Assignor authorizes and empowers Assignee, its successors, assigns or nominees, to make application for patent or other form of protection for said inventions in its or their own name, or in Assignor's name, in any and all countries to invoke and claim for any application for patent or other form of protection for said inventions filed by it or them, the 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 to invoke and claim such right of priority without further written or oral authorization from me.

Assignor hereby consents that a copy of this Assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document which may be required in any country for any purpose and more particularly in proof of the right of Assignee or its successors, assigns or nominees to apply for patent or other proper protection for said inventions, and to claim the aforesaid benefits 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.

Assignor covenants with Assignee, its successors, assigns, legal representatives, and nominees, that to the best of Assignor's knowledge, the right, title and interest herein conveyed are free and clear of any encumbrance, and that Assignor has the full right to convey the same as herein expressed.

This Agreement and Assignment supersedes all other assignments, agreements and addendums related to the above-identified application.

After this Assignment has been recorded, please return it to:

Attn: Max S. Gratton
Legal Department
EchoStar Technologies L.L.C.
100 Inverness Terrace East
Englewood, CO 80112

SOLE

Inventor (1): Andrew Thurling
Name of inventor

Andrew Thurling
(Signature in Full)

1st July 2014.
Date

Witness: S. Webster
Witness Name

S. Webster
(Witness Signature)

1st July 2014
Date