

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
RAM SRINIVASAN	06/04/2015
PHILIP MCLAUCHLAN	06/04/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	BROADWALL ACQUISITIONS LIMITED
<b>Street Address:</b>	11 STAPLE INN
<b>City:</b>	LONDON
<b>State/Country:</b>	UNITED KINGDOM
<b>Postal Code:</b>	WC1V7QH
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14678780
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(202)640-6014
<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>	
<b>Phone:</b>	7039039000
<b>Email:</b>	nbutler@milesstockbridge.com, ipparalegal@milesstockbridge.com
<b>Correspondent Name:</b>	MILES & STOCKBRIDGE P.C.
<b>Address Line 1:</b>	1500 K. STREET, NW
<b>Address Line 2:</b>	SUITE 800
<b>Address Line 4:</b>	WASHINGTON, D.C. 20005
<b>ATTORNEY DOCKET NUMBER:</b>	14/678,780
<b>NAME OF SUBMITTER:</b>	DAVID W. WOODWARD
<b>SIGNATURE:</b>	/David W. Woodward/
<b>DATE SIGNED:</b>	06/05/2015
<b>Total Attachments: 2</b>	
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source=14678780-Rights-Transfer#page2.tif	

ASSIGNMENT

WHEREAS I, the below named inventor, (hereinafter referred to as ASSIGNOR), am the original, first and joint inventor, of the invention entitled:

INSERTING MATERIAL INTO IDENTIFIED ZONES IN VIDEO

which is:

- ☐ identified as Docket No.
- ☒ was filed on 7 April 2015 as United States Application Serial No. 14/678,780
- ☐ was filed on            as PCT International Application No.            and designated the United States.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I the ASSIGNOR hereby:

Agree to sell, assign, transfer, and convey, and hereby do sell, assign, transfer, and convey Broadwall Acquisitions Limited, a company organized under the laws of England and Wales, having a business address at 11 Staple Inn, London, WC1V 7QH, United Kingdom, (hereinafter referred to as ASSIGNEE), the entire right, title, and interest in and to (a) any intellectual property (including without limitation any innovation, information, invention, discovery, product, process, work, copyright, or design) disclosed, embodied, affixed, shown, or claimed in the above-referenced patent application, implicitly or explicitly; (b) the above-referenced patent application, any application based in whole or in part upon the above-referenced patent application, and any application claiming priority to the above-referenced patent application (including without limitation any continuation, continuation-in-part, reissue, reexamination, or foreign patent application based in whole or in part on the above-referenced patent application or claiming priority to the above-referenced patent application); and (c) any Patent (including without limitation domestic and foreign patents, utility models, industrial designs, divisional, reissues, and reexaminations) that is granted or issued upon, or that claims priority to, any and all applications under (b) of this paragraph or that discloses or claims intellectual property under (a) of this paragraph, in whole or in part.

Authorizes and requests the Commissioner of Patents and Trademarks of the United States and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications, to issue said application (including without limitation any division(s), continuation(s) (in whole or in part), substitute(s), or reissue(s) thereof) to the said ASSIGNEE, his successors, legal representatives and assigns, in accordance with the terms of this instrument.

Agree to execute all papers and documents, including without limitation applications, declarations, oaths, petitions, and other papers, and entirely at the ASSIGNEE'S expense, perform any acts which are necessary in connection with the prosecution of patent applications or intellectual property and/or the enforcement of patents or other rights resulting from such applications or intellectual property.

Covenants and agrees that it has full right to convey the entire interest herein assigned, and that Assignor has not executed, and will not execute, any agreement in conflict herewith.

Further covenants and agrees that it will communicate to the said ASSIGNEE, his successors, legal representatives and assigns, any facts known to it respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, his successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

ASSIGNOR hereby authorizes and requests the prosecuting law firm to insert herein above the application number and filing date of said application when known.

1.

  
Ram PRINIVASAN

June 4, 2015  
Date

2.

  
Philip MCLAUCHLAN

4-6-2015  
Date