

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3388634

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JIAN ZHAO	06/08/2015
GUILLAUME MERCIER	02/17/2015
RECEIVING PARTY DATA	
Name:	VERANCE CORPORATION
Street Address:	4435 EASTGATE MALL
Internal Address:	SUITE 200
City:	SAN DIEGO
State/Country:	CALIFORNIA
Postal Code:	92121
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14214393
CORRESPONDENCE DATA	
Fax Number:	(858)720-5824
<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:	858-720-5700
Email:	dmueller@perkinscoie.com
Correspondent Name:	BING AI
Address Line 1:	PERKINS COIE LLP
Address Line 2:	P.O. BOX 1247
Address Line 4:	SEATTLE, WASHINGTON 98111-1247
ATTORNEY DOCKET NUMBER:	077058-8051.US02
NAME OF SUBMITTER:	DANA LEE MUELLER
SIGNATURE:	/Dana Lee Mueller/
DATE SIGNED:	06/09/2015
This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 6	
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re Patent Application of:
Jian Zhao et al.

Application No.: 14/214,393

Confirmation No.: 7606

Filed: March 14, 2014

For: TRANSACTIONAL VIDEO MARKING
SYSTEM
.....

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION AND ASSIGNMENT BY INVENTOR
UNDER RULE 37 CFR §1.63 EFFECTIVE ON SEPTEMBER 16, 2012

I, Jian Zhao, hereby declare that:

1. I believe I am an original joint inventor of a claimed invention in a patent application entitled:

TRANSACTIONAL VIDEO MARKING SYSTEM

the specification of which was filed at the U.S. Patent and Trademark Office on March 14, 2014, as Application Serial No. 14/214,393, and identified as Attorney Docket No. 077058-8051.US02.

2. I believe the following person is an additional original joint inventor of the above-identified patent application:

Guillaume Mercier of Jouy-en-Josas, France.

3. I made, authorized to make, or will make or authorize to make the above-identified patent application at the U.S. Patent and Trademark Office.

4. I have reviewed and understand the contents of the above-identified patent application including the claims.

5. I am aware of the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in 37 CFR §1.56.

6. I hereby acknowledge that any willful false statement made in the above declaration is punishable under 18 USC §1001 by fine or imprisonment of not more than five (5) years, or both.

7. ASSIGNMENT

I hereby assign to VERANCE CORPORATION, a corporation of Delaware, having a place of business at 4435 Eastgate Mall, Suite 200, San Diego, California 92121, and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in any and all inventions and improvements which are described in an application for United States Patent, entitled *TRANSACTIONAL VIDEO MARKING SYSTEM*, filed March 14, 2014, and assigned U.S. Serial Number 14/214,393.

This assignment includes the entire right, title and interest in said application, all legal equivalents thereof in any country, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions and improvements, including, but not limited to, all divisions, continuations, reissues, reexamination certificates, any and all certificates issued in any post-grant proceeding, and extensions of said applications and patents of the United States, foreign patents, utility models, and design registrations, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes, and the right to seek relief and recover all damages, including, but not limited to, a reasonable royalty, by reason of infringement or any other violation of patent or patent application rights. I authorize the Assignee to apply in all countries in my name or in the name of the Assignee for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements.

In addition, I hereby confirm the sale, assignment, and transfer to the Assignee of the entire right, title and interest throughout the world in said inventions and improvements that occurred by operation of an employment agreement between me and the Assignee existing at the time said inventions and improvements were made. Should I have any remaining interest, I hereby sell, assign, and transfer any right, title and interest I may have in said inventions and improvements anywhere in the world to the Assignee.

The foregoing assignments, sale and transfer have been made for good and valuable consideration, the receipt of which is hereby acknowledged.

I hereby represent and covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into that would conflict with the assignment of said inventions and improvements to the Assignee.

I further covenant for myself and my respective heirs, legal representatives and assigns, to assist the Assignee in handling various procedures, tasks and documentation in connection with this assignment, including, but not limited to, providing to the Assignee promptly upon the request of the Assignee all pertinent facts and documents relating to said invention and improvements, and said patents, said legal equivalents or other legal instrument as may be known and accessible to me and testifying as to the same in any interference, litigation, or proceeding relating thereto, and promptly executing and delivering to the Assignee or its legal representative any and all papers, documents, instruments or affidavits in connection with obtaining, maintaining, issuing or enforcing

Inventors : Jian Zhao et al.
Serial No. : 14/214,393
Filed : March 14, 2014
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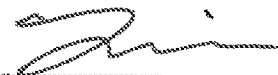
Docket No.: 077058-8051.US02

said application, said inventions and improvements, and said patents, said equivalents and other legal instrument which may be necessary or desirable to carry out the purposes thereof.

8. I hereby authorize and request the Commissioner of Patents and Trademarks to issue one or more Patents in the United States for said inventions and improvements to Verance Corporation as assignee of the entire interest, for the sole use and benefit of Assignee, its successors and assigns.

9. I am competent to execute the above declaration and assignment. I hereby have duly executed the declaration and assignment below with my name.

Executed this 8th day of June, 2015.



JIAN ZHAO

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)

County of San Diego)

On this 8th day of June, 2015, before me, Kimberly H. Bruce (a notary public in and for said county), personally appeared Jian Zhao, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

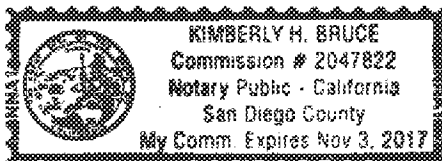
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Kimberly H. Bruce

My Commission Expires: 11-3-17

(Seal)



Perkins Cote LLP

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Seattle, Washington 98111-1247

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Jian Zhao et al.

Application No.: 14/214,393

Confirmation No.: 7606

Filed: March 14, 2014

For: TRANSACTIONAL VIDEO MARKING
SYSTEM

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION AND ASSIGNMENT BY INVENTOR
UNDER RULE 37 CFR §1.63 EFFECTIVE ON SEPTEMBER 16, 2012

I, Guillaume Mercier, hereby declare that:

1. I believe I am an original joint inventor of a claimed invention in a patent application entitled:

TRANSACTIONAL VIDEO MARKING SYSTEM

the specification of which was filed at the U.S. Patent and Trademark Office on March 14, 2014, as Application Serial No. 14/214,393, and identified as Attorney Docket No. 077058-8051.US02.

2. I believe the following person is an additional original joint inventor of the above-identified patent application:

Jian Zhao of San Diego, California, United States of America

3. I made, authorized to make, or will make or authorize to make the above-identified patent application at the U.S. Patent and Trademark Office.

4. I have reviewed and understand the contents of the above-identified patent application including the claims.

5. I am aware of the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in 37 CFR §1.56.

6. I hereby acknowledge that any willful false statement made in the above declaration is punishable under 18 USC §1001 by fine or imprisonment of not more than five (5) years, or both.

7. ASSIGNMENT

I hereby assign to VERANCE CORPORATION, a corporation of Delaware, having a place of business at 4435 Eastgate Mall, Suite 200, San Diego, California 92121, and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in any and all inventions and improvements which are described in an application for United States Patent, entitled *TRANSACTIONAL VIDEO MARKING SYSTEM*, filed March 14, 2014, and assigned U.S. Serial Number 14/214,393.

This assignment includes the entire right, title and interest in said application, all legal equivalents thereof in any country, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions and improvements, including, but not limited to, all divisions, continuations, reissues, reexamination certificates, any and all certificates issued in any post-grant proceeding, and extensions of said applications and patents of the United States, foreign patents, utility models, and design registrations, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes, and the right to seek relief and recover all damages, including, but not limited to, a reasonable royalty, by reason of infringement or any other violation of patent or patent application rights. I authorize the Assignee to apply in all countries in my name or in the name of the Assignee for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements.

In addition, I hereby confirm the sale, assignment, and transfer to the Assignee of the entire right, title and interest throughout the world in said inventions and improvements that occurred by operation of an employment agreement between me and the Assignee existing at the time said inventions and improvements were made. Should I have any remaining interest, I hereby sell, assign, and transfer any right, title and interest I may have in said inventions and improvements anywhere in the world to the Assignee.

The foregoing assignments, sale and transfer have been made for good and valuable consideration, the receipt of which is hereby acknowledged.

I hereby represent and covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into that would conflict with the assignment of said inventions and improvements to the Assignee.

I further covenant for myself and my respective heirs, legal representatives and assigns, to assist the Assignee in handling various procedures, tasks and documentation in connection with this assignment, including, but not limited to, providing to the Assignee promptly upon the request of the Assignee all pertinent facts and documents relating to said invention and improvements, and said patents, said legal equivalents or other legal instrument as may be known and accessible to me and testifying as to the same in any interference, litigation, or proceeding relating thereto, and promptly executing and delivering to the Assignee or its legal representative any and all papers, documents, instruments or affidavits in connection with obtaining, maintaining, issuing or enforcing

Inventors : Jian Zhao et al.
Serial No. : 14/214,393
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Page : 3 of 3

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said application, said inventions and improvements, and said patents, said equivalents and other legal instrument which may be necessary or desirable to carry out the purposes thereof.

8. I hereby authorize and request the Commissioner of Patents and Trademarks to issue one or more Patents in the United States for said inventions and improvements to Verance Corporation as assignee of the entire interest, for the sole use and benefit of Assignee, its successors and assigns.

9. I am competent to execute the above declaration and assignment. I hereby have duly executed the declaration and assignment below with my name.

Executed this 17 day of February, 2015.

Guillaume Mercier
GUILLAUME MERCIER

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)

County of San Diego)

On this 17th day of February, 2015, before me, Kimberly H. Bruce (a notary public in and for said county), personally appeared Guillaume Mercier, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

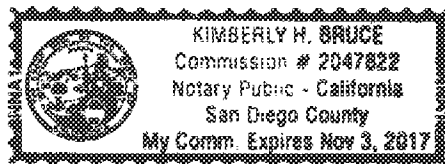
Signature

Kimberly H. Bruce

My Commission Expires:

11-3-17

(Seal)



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