PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
HAREL CAIN	07/25/2016
MICHAL DEVIR	07/25/2016
YARON SELLA	07/25/2016

RECEIVING PARTY DATA

Name:	CISCO TECHNOLOGY, INC.
Street Address:	170 WEST TASMAN DRIVE
City:	SAN JOSE
State/Country:	CALIFORNIA
Postal Code:	95134-1706

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	15218127

CORRESPONDENCE DATA

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Email: paralegal@cisco.com
Correspondent Name: KAREN HALLOCK
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ATTORNEY DOCKET NUMBER:	P-621-US-1000940-US01
NAME OF SUBMITTER:	LIVIA HADDAS
SIGNATURE:	/Livia Haddas/
DATE SIGNED:	07/25/2016

Total Attachments: 3
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ASSIGNMENT

I, Yaron SELLA, a citizen of Israel, residing at 223 Moshav Beit Nekofa, P.O.Box 115, Beit Nekofa 9083000, Israel, for valuable consideration, receipt of which is hereby acknowledged, have assigned and do hereby assign to **Cisco Technology, Inc.**, a California corporation, having an office at 170 West Tasman Drive, San Jose, California 95134-1706, its successors and assigns, the entire right, title and interest in and to all subject matter invented by me and disclosed in the United States patent application entitled:

FRAMEWORK FOR EMBEDDING DATA IN ENCODED VIDEO

and in and to all present and future applications for patents and Letters Patent therefor, including Convention and Treaty rights of all kinds, in all countries throughout the world, for all such subject matter, including all divisions, reissues, continuations in whole or in part, renewals, substitutes, and extensions of said applications for patent and Letters Patent, and all rights of priority resulting from the filing of said United States patent application.

I agree to sign all documents as may be necessary to secure and enforce all said applications and Letters Patent and rights, including any reissue thereof, and as may be necessary in any contested proceedings in which said applications or patents issued therefrom may become involved, and I request issuance of all said Letters Patent to the above assignee in accordance with this assignment.

Date: July 25th, 2016

Yaron SELLA

ASSIGNMENT

I, Harel CAIN, a citizen of Israel, residing at 2 Esther Hamalka Street, Jerusalem 9362729, Israel, for valuable consideration, receipt of which is hereby acknowledged, have assigned and do hereby assign to **Cisco Technology, Inc.**, a California corporation, having an office at 170 West Tasman Drive, San Jose, California 95134-1706, its successors and assigns, the entire right, title and interest in and to all subject matter invented by me and disclosed in the United States patent application entitled:

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and in and to all present and future applications for patents and Letters Patent therefor, including Convention and Treaty rights of all kinds, in all countries throughout the world, for all such subject matter, including all divisions, reissues, continuations in whole or in part, renewals, substitutes, and extensions of said applications for patent and Letters Patent, and all rights of priority resulting from the filing of said United States patent application.

I agree to sign all documents as may be necessary to secure and enforce all said applications and Letters Patent and rights, including any reissue thereof, and as may be necessary in any contested proceedings in which said applications or patents issued therefrom may become involved, and I request issuance of all said Letters Patent to the above assignee in accordance with this assignment.

Date: 25/7/16

Harel CAIN

ASSIGNMENT

I, Michal DEVIR, a citizen of Israel, residing at 19 Harav Nissim Street, Kiryat Shmuel, Haifa 2638385, Israel, for valuable consideration, receipt of which is hereby acknowledged, have assigned and do hereby assign to **Cisco Technology, Inc.**, a California corporation, having an office at 170 West Tasman Drive, San Jose, California 95134-1706, its successors and assigns, the entire right, title and interest in and to all subject matter invented by me and disclosed in the United States patent application entitled:

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and in and to all present and future applications for patents and Letters Patent therefor, including Convention and Treaty rights of all kinds, in all countries throughout the world, for all such subject matter, including all divisions, reissues, continuations in whole or in part, renewals, substitutes, and extensions of said applications for patent and Letters Patent, and all rights of priority resulting from the filing of said United States patent application.

I agree to sign all documents as may be necessary to secure and enforce all said applications and Letters Patent and rights, including any reissue thereof, and as may be necessary in any contested proceedings in which said applications or patents issued therefrom may become involved, and I request issuance of all said Letters Patent to the above assignee in accordance with this assignment.

Date: July 26th 2016

Michal DEVIR