

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT4625041

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JUSTIN MICHAEL BINNS	02/05/2015
LARS CHRISTIAN ULNESS	02/05/2015
JAMES ERIC KNOWLER	07/03/2012
CHARLES BENJAMIN FRANKLIN WAGGONER	01/14/2015
TERJE KRISTIAN BACKMAN	05/24/2017
JOSHUA B. BARNARD	01/08/2015
MARC JOLIVEAU	02/05/2015
CHRIS LONGO	10/22/2015
MATTHEW JAMES BORDENET	02/05/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	AMAZON TECHNOLOGIES, INC.
<b>Street Address:</b>	PO BOX 81226
<b>City:</b>	SEATTLE
<b>State/Country:</b>	WASHINGTON
<b>Postal Code:</b>	98108-1226
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14565226
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(510)663-0920
<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>	(510) 663-1100
<b>Email:</b>	harmstrong@wavsip.com
<b>Correspondent Name:</b>	WEAVER AUSTIN VILLENEUVE & SAMPSON, LLP
<b>Address Line 1:</b>	555 12TH STREET
<b>Address Line 2:</b>	SUITE 1700
<b>Address Line 4:</b>	OAKLAND, CALIFORNIA 94607
<b>ATTORNEY DOCKET NUMBER:</b>	AMZ1P035/P16585-US
<b>NAME OF SUBMITTER:</b>	JOSEPH M. VILLENEUVE

PATENT

<b>SIGNATURE:</b>	/Joseph M. Villeneuve/
<b>DATE SIGNED:</b>	10/03/2017
<b>Total Attachments: 25</b> source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page1.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page2.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page3.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page4.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page5.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page6.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page7.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page8.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page9.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page10.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page11.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page12.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page13.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page14.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page15.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page16.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page17.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page18.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page19.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page20.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page21.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page22.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page23.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page24.tif source=AMZ1035_Assignment_NDAKnowler_executed_recordation#page25.tif	

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

U.S. Patent Appln. No 14/565,226

Attorney Docket No. AMZ1P035

Filing Date December 9, 2014

Client Docket No. P16585-US

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

**JUSTIN MICHAEL BINNS**

410 Terry Avenue North  
Seattle, WA 98109-5210

**LARS CHRISTIAN ULNESS**

410 Terry Avenue North  
Seattle, WA 98109-5210

**JAMES ERIC KNOWLER**

410 Terry Avenue North  
Seattle, WA 98109-5210

**CHARLES BENJAMIN FRANKLIN WAGGONER**

410 Terry Avenue North  
Seattle, WA 98109-5210

**TERJE KRISTIAN BACKMAN**

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**MARC JOLIVEAU**

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Seattle, WA 98109-5210

**CHRIS LONGO**

410 Terry Avenue North  
Seattle, WA 98109-5210

**MATTHEW JAMES BORDENET**

410 Terry Avenue North  
Seattle, WA 98109-5210

Assignee:

Amazon Technologies, Inc.  
PO Box 81226  
Seattle, WA 98108-1226

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U.S. Patent Appln. No 14/565,226

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**AGREEMENT**

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled  
"PERSPECTIVE-ENABLED LINEAR ENTERTAINMENT CONTENT" (Invention) for which a non-provisional  
application for United States Letters Patent

☒ was filed on December 9, 2014 and accorded U.S. application no. 14/565,226; or

☐ will be filed concurrently with the submission of this executed PATENT ASSIGNMENT for  
recordation.

ASSIGNOR(S) hereby authorizes and requests ASSIGNEE'S legal representatives, of  
Weaver Austin Villeneuve & Sampson, LLP, associated with Customer No. 22434, to insert in the header  
above and here in parentheses (U.S. application no. \_\_\_\_\_, filed \_\_\_\_\_) this  
application's U.S. application number and filing date, when known.

WHEREAS, ASSIGNEE, a corporation of the State of Nevada, is desirous of acquiring the entire  
right, title and interest in and to the Invention and in and to any letters patent that may be granted  
therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is  
hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its successors and  
assigns, the entire right, title and interest in and to said Invention and any improvements thereto, said  
Application and any and all letters patent which may be granted for said Invention in the United States  
of America and its territorial possessions and in any and all foreign countries, and in any and all  
provisional, divisions, reissues, re-examinations and continuations thereof, including the right to file  
foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said  
application to which said foreign applications are entitled by virtue of international convention, treaty or

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otherwise, said Invention, application and all letters patent on said Invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said Invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said Invention, for litigation regarding said letters patent, or for the purpose of protecting title to said Invention or letters patent therefor.

AND ASSIGNOR(S) DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said letters patent before or after issuance.

AND ASSIGNOR(S) DOES HEREBY covenant and agree that ASSIGNOR(S) will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Invention or said application, and testify in any legal proceeding, assist in the preparation of any other patent property relating to the application and the Invention or any improvements made thereto, sign/execute all lawful papers, provide all requested documents, execute and make all rightful oaths and/or declarations in connection with the application and the Invention including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

U.S. Patent Appln. No 14/565,226

Attorney Docket No. AMZ1P035

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Invention in all countries. These provisions are binding upon our heirs, legal representatives, administrators, and assigns.

**CORRESPONDENCE ADDRESS**

I hereby direct all correspondence and telephone calls in connection with this application be addressed to the number associated with the customer number listed below, which is:

**Customer No.**

**22434**

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

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**DECLARATION**

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This declaration is directed to:

- ☐ the attached application; or
- ☒ United States application number 14/565,226 filed on December 9, 2014; or
- ☐ PCT international application number \_\_\_\_\_ filed on \_\_\_\_\_.

The above-identified application was made or authorized to be made by me.

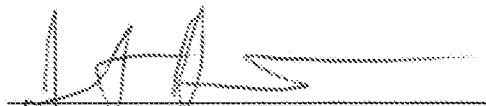
I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

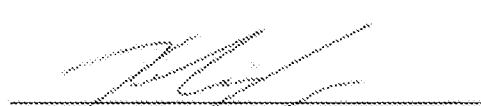
I have reviewed and understand the contents of the above-identified application, and acknowledge the duty to disclose to the US Patent & Trademark Office all information known to me to be material to the patentability as defined in 37 CFR 1.56.

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

Legal name of inventor:  
**JUSTIN MICHAEL BINNS**

**WITNESSED BY:**

  
\_\_\_\_\_  
Inventor Signature  
2/5/2015  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Witness Signature  
Kelvin Lau  
\_\_\_\_\_  
Witness (Printed Name)  
Feb. 5, 2015  
\_\_\_\_\_  
Date

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

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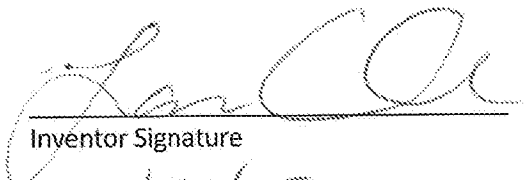
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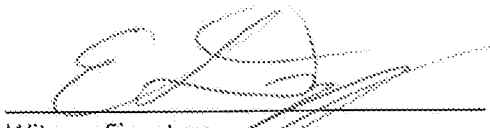
Legal name of inventor:

**LARS CHRISTIAN ULNESS**

**WITNESSED BY:**

  
Inventor Signature

2/5/15  
Date

  
Witness Signature

Eric Duggan  
Witness (Printed Name)

Feb. 5, 2015  
Date



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Legal name of inventor:  
**JAMES ERIC KNOWLER**

**WITNESSED BY:**

\_\_\_\_\_  
Inventor Signature

\_\_\_\_\_  
Witness Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Witness (Printed Name)

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Legal name of inventor:

**CHARLES BENJAMIN FRANKLIN WAGGONER**

**WITNESSED BY:**



Inventor Signature

Jan 14 2015

Date



Witness Signature

Eric Duggan

Witness (Printed Name)

Jan 14, 2015

Date

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

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DocuSigned by:

Terje Kristian Backman

7848F87C5781410  
TERJE KRISTIAN BACKMAN

May 24, 2017

Date

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

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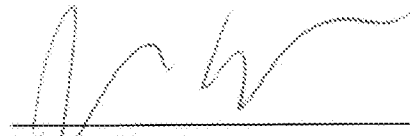
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Legal name of inventor:

**JOSHUA B. BARNARD**

  
\_\_\_\_\_  
Inventor Signature

1/8/15  
\_\_\_\_\_  
Date

**WITNESSED BY:**

  
\_\_\_\_\_  
Witness Signature

Eric Duggan  
\_\_\_\_\_  
Witness (Printed Name)

Jan. 8, 2015  
\_\_\_\_\_  
Date

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Legal name of inventor:

**MARC JOLIVEAU**

**WITNESSED BY:**

  
\_\_\_\_\_  
Inventor Signature

02/05/2015  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Witness Signature

Eric Duggan  
\_\_\_\_\_  
Witness (Printed Name)

Feb. 5, 2015  
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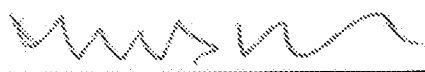
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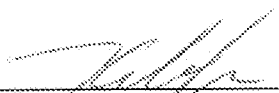
Legal name of inventor:

**CHRIS LONGO**

**WITNESSED BY:**

  
\_\_\_\_\_  
Inventor Signature

10/22/15  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Witness Signature

Kelvin Lau  
\_\_\_\_\_  
Witness (Printed Name)

Oct. 22, 2015  
\_\_\_\_\_  
Date

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

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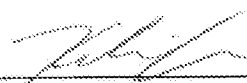
Legal name of inventor:

**MATTHEW JAMES BORDENET**

**WITNESSED BY:**

  
\_\_\_\_\_  
Inventor Signature

2/5/2015  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Witness Signature

Kelvin Lau  
\_\_\_\_\_  
Witness (Printed Name)

Feb 5, 2015  
\_\_\_\_\_  
Date

**CONFIDENTIALITY NON-COMPETITION AND INVENTION ASSIGNMENT DEED  
(FOR ENGLAND-BASED EMPLOYEES)**

Deed dated 20<sup>th</sup> June 2012

**BETWEEN**

(1) **PUSH BUTTON LIMITED** a company incorporated in England and Wales whose office is located at 1 Benjamin Street, London, EC1M 5QG (the "**Company**")

**AND**

(2) **Jim Knowler** of 6 Christopher Court, Ashburton Rd, Croydon, CR0 6AN (the "**Employee**").

**RECITALS**

- A. The Employee is entering into this Deed in connection with the Employee's acceptance of a new contract of employment with the Company or as a condition of the Employee's continued employment;
- B. The Company is a wholly owned subsidiary of Amazon.com, Inc., a Delaware, USA corporation ("**Amazon**").

**NOW IT IS AGREED as follows:-**

**1. Disclosure and Delivery to the Company**

Disclosure of Information to the Company

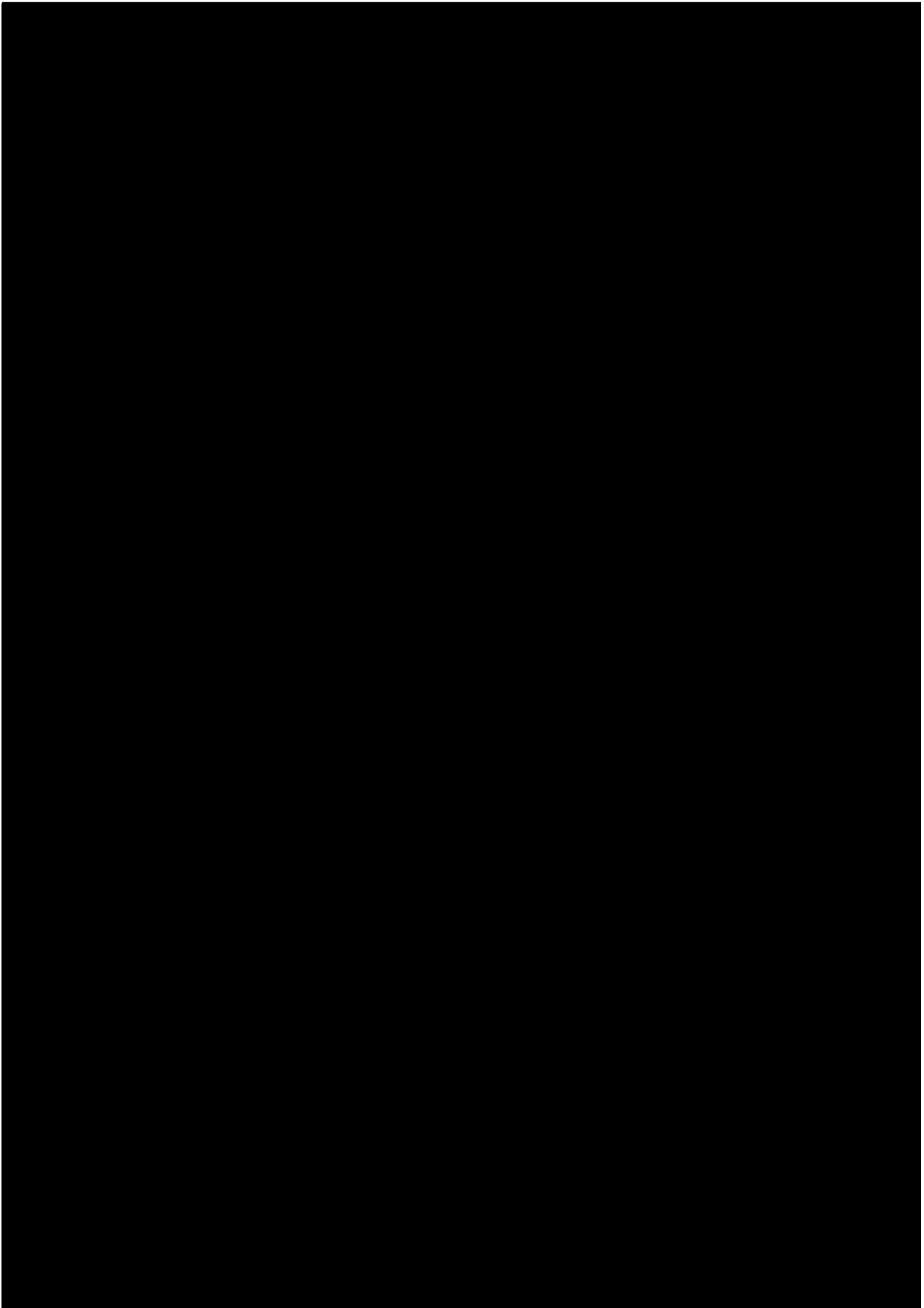
- 1.1. The Employee shall, without additional reward, promptly disclose and deliver over to the Company, to the extent that such disclosure could reasonably be expected to be of interest to the Company, in writing, or in such form and manner as the Company may reasonably require, the following ("**Disclosure Information**"):
  - 1.1.1. any and all algorithms, procedures or techniques related to the Company's business activities or to the Employee's work with the Company, and the essential ideas and principles underlying such algorithms, procedures or techniques, conceived, originated, adapted, discovered, developed, acquired, evaluated, tested or applied by the Employee while employed by the Company, whether or not such algorithms, procedures or techniques are embodied in a computer program;
  - 1.1.2. any and all pricing or marketing strategies, the essential ideas and principles on which such strategies are based, and any information that might reasonably be expected to lead to the development of such strategies, conceived, originated, adapted, discovered, developed, acquired, evaluated, tested, or applied by the Employee while employed by the Company;
  - 1.1.3. any and all products and services, and the essential ideas and principles underlying such products and services, conceived, originated, adapted, discovered, developed, acquired, evaluated, tested or applied by the Employee while employed by the Company, whether or not such products or services are marketed, sold or provided by the Company; and

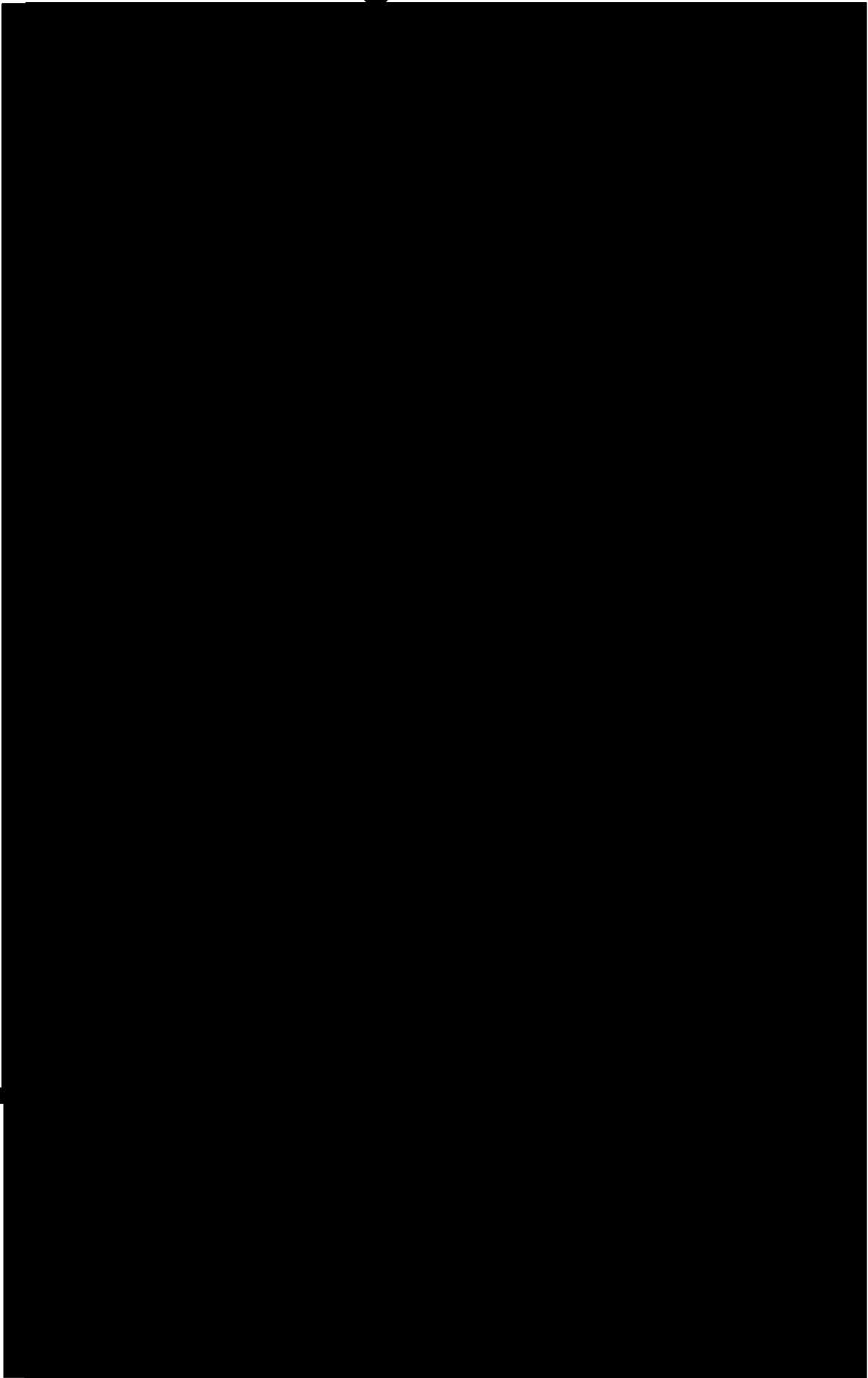


- 1.1.4. any other ideas or information conceived, originated, adapted, discovered, developed, acquired, evaluated, tested, or applied by the Employee while employed by the Company if the idea or information could reasonably be expected to prove useful or valuable to the Company.
- 1.2. **Certain Qualifications and Recognitions**
- The Employee recognises that the Employee will hold an important position at the Company, and that, as one of the Employee's important job duties, the Employee will be expected to conceive, originate, adapt, discover, develop, acquire, evaluate, test and/or apply ("**Conceive and/or Originate**") products, services, techniques, algorithms, strategies, procedures and/or ideas ("**Products and/or Services**"), even when, in order to do so, the Employee must help lead the Company in new directions, or into activities and business areas which are new to the Company. However, the Company recognises that the Employee may Conceive and/or Originate certain Products and/or Services which are unrelated to the activities of the Company, unrelated to the planned activities of the Company, and unrelated to any reasonable extension of the activities or planned activities of the Company ("**Unrelated Products and/or Services**"). The parties therefore agree that, notwithstanding the other provisions of this Clause 1:
- 1.2.1. any Unrelated Products and/or Services Conceived and/or Originated by the Employee, even while employed by the Company, shall not be considered Disclosure Information;
- 1.2.2. the fact that the Employee used modest amounts of Company equipment or facilities (for example, by sending e-mail messages using Company computers and network connections) in the course of Conceiving and/or Originating an Unrelated Product and/or Service shall not cause such an Unrelated Product and/or Service to be considered Disclosure Information;
- 1.2.3. the fact that the Employee Conceived and/or Originated a Product and/or Service during the Company's normal operating hours or on the Company's premises shall not cause an Unrelated Product and/or Service to be considered Disclosure Information;
- 1.2.4. the fact that the Employee Conceived and/or Originated a Product and/or Service outside of the Company's normal operating hours or off the Company's premises shall not, in and of itself, prevent such a Product and/or Service from being considered Disclosure Information.
- 1.3. **Information obtained from Third Parties**
- For purposes of this Clause 1, information "acquired" shall be deemed to include information relayed to the Employee by third parties, whether or not such third parties were compensated by the Company in connection with such acquisition.

**NOTICE** Notwithstanding any other provision of this Deed to the contrary, this Deed does not obligate the Employee to assign or offer to assign to the Company any of the Employee's rights in an invention for which no equipment, supplies, facilities or trade secret information of the Company was used and which was developed entirely on the Employee's own time, unless (a) the invention relates (i) directly to the business of the Company or (ii) to the Company's actual or demonstrably anticipated research or development, or (b) the invention results from any work performed by the Employee for the Company.

2. Confidential Information

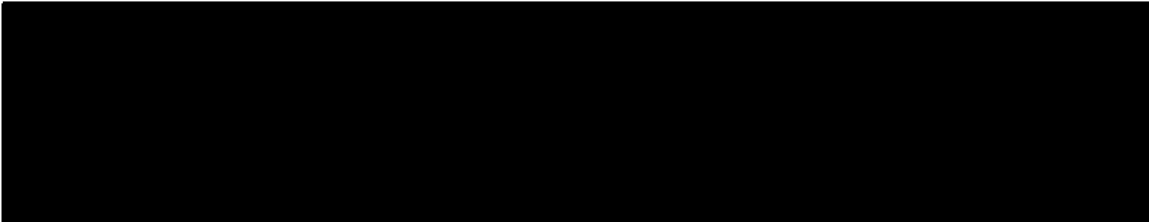




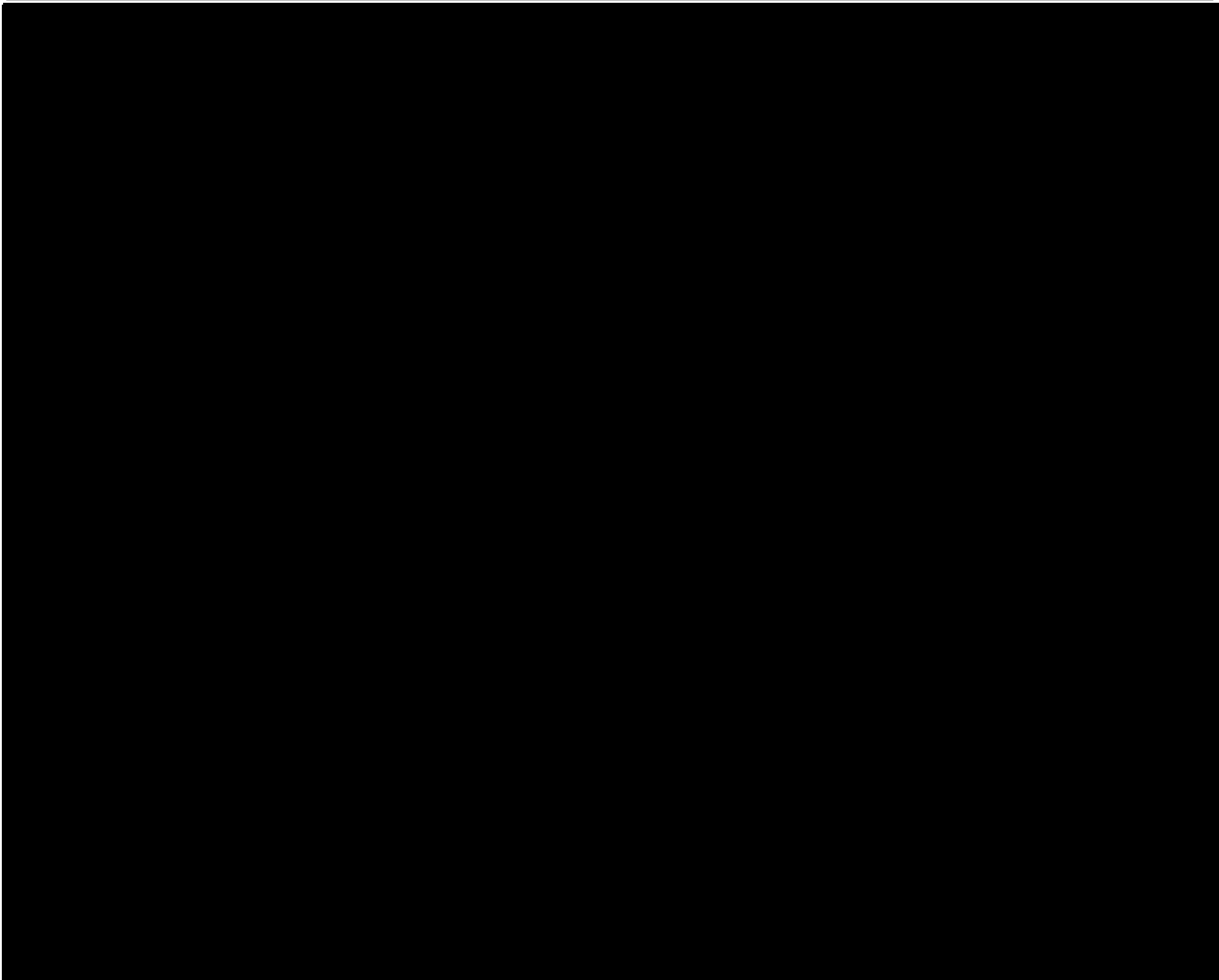
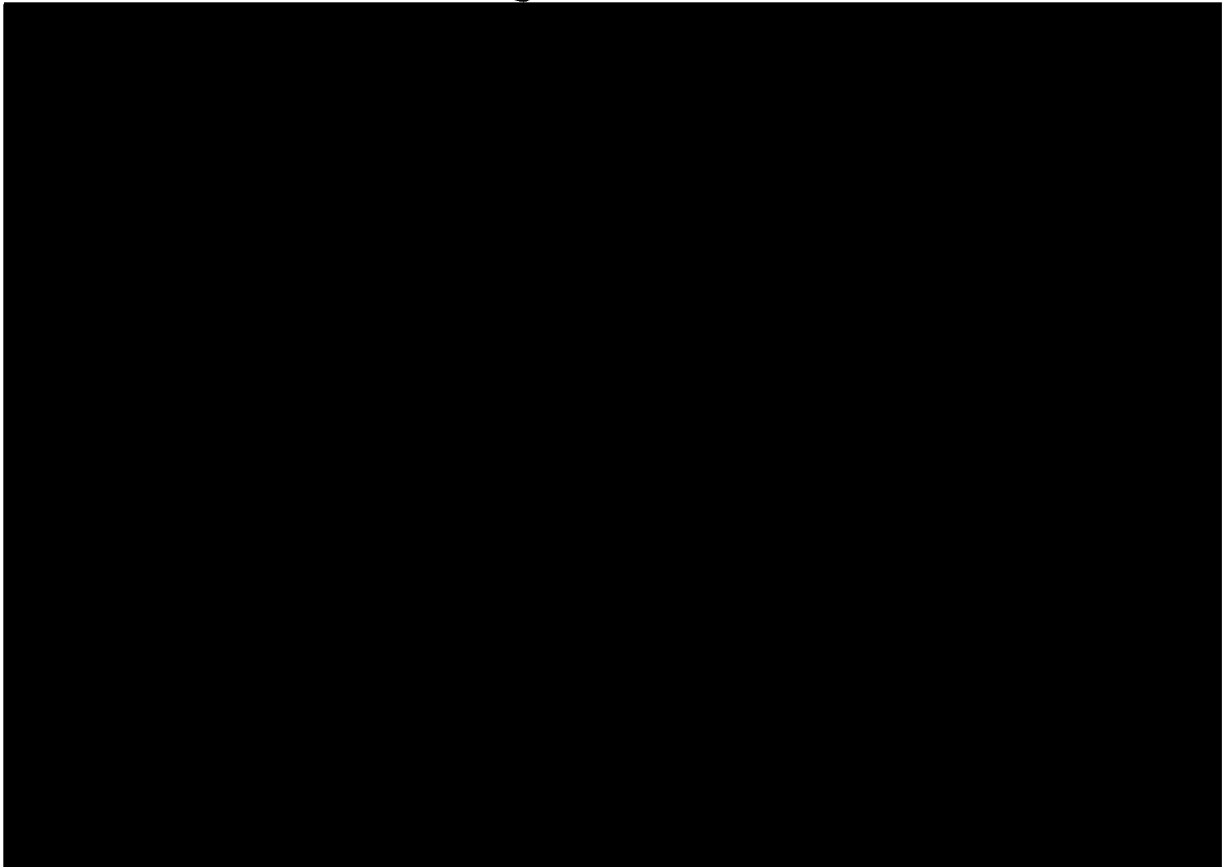
2.4. Patents, Copyright and Other Intellectual Property

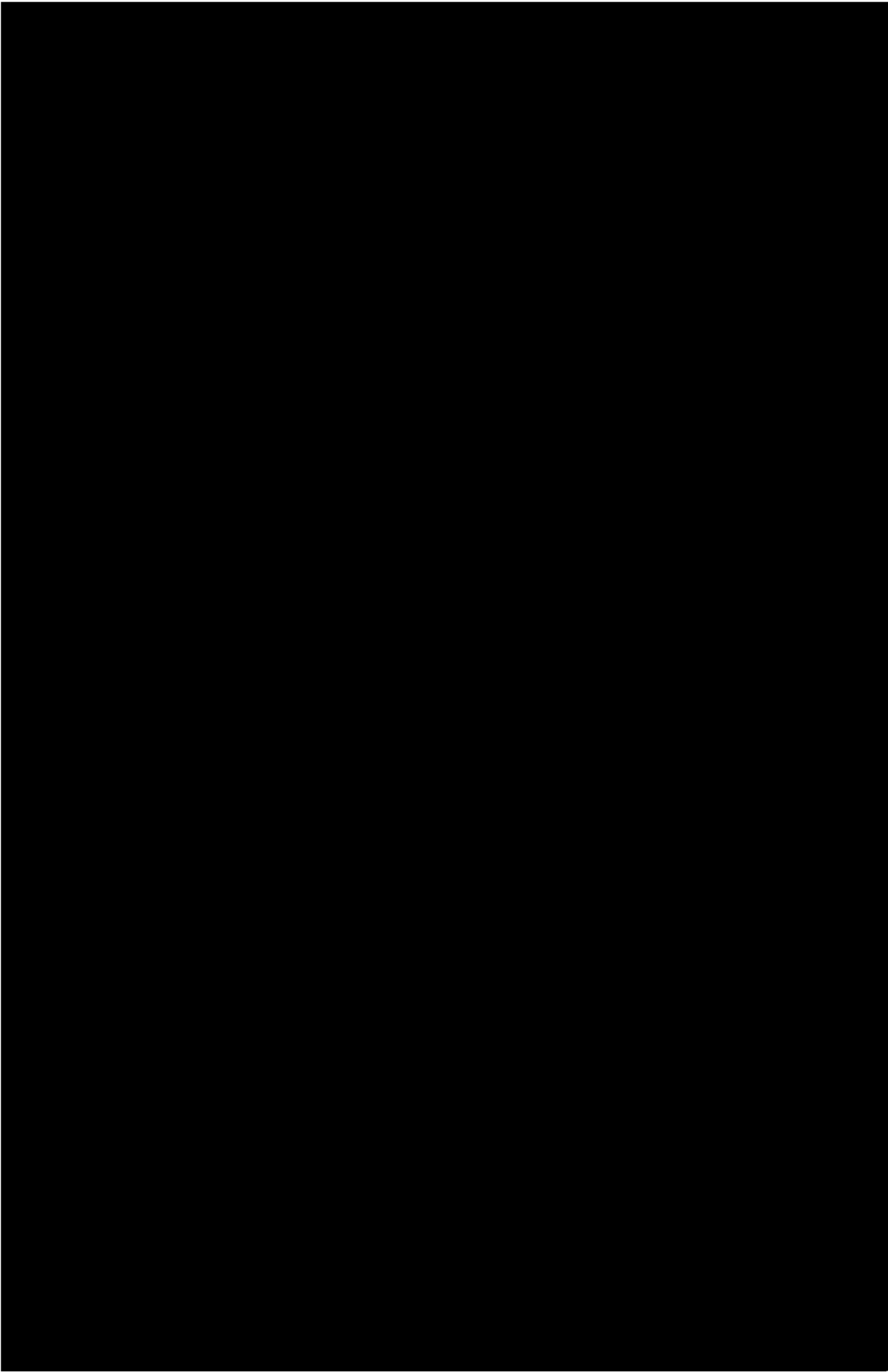
2.4.1. Subject to the Employee's rights under Section 39-43 of the Patents Act 1977, all patents, copyrights, design rights, registered designs, trade secrets and other proprietary rights relating to the Confidential Information or to the Disclosure Information as defined in Clause 1 shall be owned by the Company. The Employee hereby irrevocably transfers and assigns to the Company and its successors the Employee's entire right, title and interest in the Confidential Information and/or Disclosure Information and any modifications throughout the world, including, without limitation:

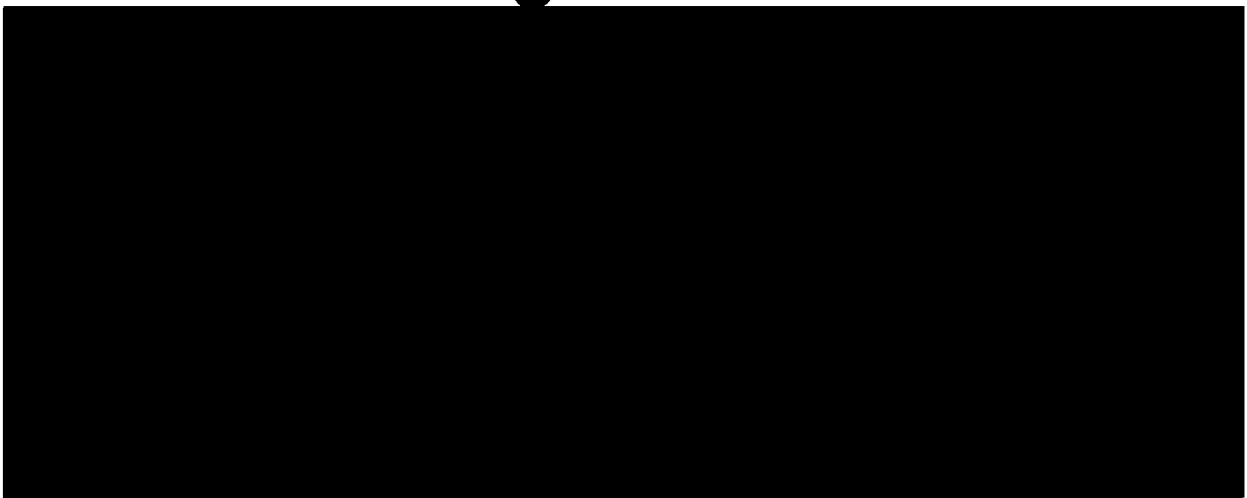
- (a) all patents and registered designs in the Confidential Information and/or the Disclosure Information and all rights to secure registrations, renewals and extensions of the same;
- (b) by way of future assignment, all copyrights, design rights, trade secrets and other proprietary rights in the Confidential Information and/or the Disclosure Information for the full terms of each throughout the world and all rights to secure (where applicable) registrations, renewals and extensions of the same;
- (c) all rights to make, use, practice, import, export and otherwise fully exploit the Confidential Information and/or the Disclosure Information and any and all modifications that the Employee or Company may hereafter make or develop;

- (d) all rights to file and prosecute applications for patent protection and registered designs covering the Confidential Information and/or the Disclosure Information and modifications thereon, and the processes and designs embodied therein, in the United Kingdom, United States and in every other country throughout the world;
  - (e) all rights under any patent which may be issued on the Confidential Information and/or the Disclosure Information or the modifications thereon, and any processes and designs therein, and all rights to enjoy the same; and
  - (f) all documents, notes, notebooks, drawings, schematics, prototypes, magnetically encoded media, or other materials related to the Confidential Information or to the Disclosure Information.
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- 2.4.3. During the period of the Employee's employment with the Company and as may be reasonably necessary subsequent to the Employee's employment, the Employee agrees to cooperate with the Company as may be necessary and at the Company's reasonable expense, to obtain patent, registered design, copyright and design rights protection for the Confidential Information and the Disclosure Information and modifications and agrees to do such further acts and execute and deliver to the Company such instruments as may be required to perfect, register or enforce the Company's ownership of the rights assigned under this Deed. If the Employee fails or refuses to execute any instrument or instruments (without regard to whether or not the Employee is at that time employed by the Company), the Employee hereby irrevocably appoints the Company as the Employee's attorney to act on the Employee's behalf and to execute such instruments and a certificate in writing signed by any Director or the Secretary of the Company that any instrument or act falls within the authority conferred under this Clause shall be conclusive evidence that such is the case so far as any third party is concerned.
- 2.4.4. The Employee irrevocably and unconditionally waives in favour of the Company any and all moral rights in any Confidential Information and the Disclosure Information conferred on the Employee by Chapter IV of Part 1 of the Copyright Designs and Patents Act 1988.
- 2.4.5. The Employee acknowledges that, for the purpose of the proviso to section 2(1) of the Registered Designs Act 1949 (as amended), the covenants on the Employee's part and the Company will be treated as good consideration and the Company will be the proprietor of any design contained in the Employee's right title and interest in the Confidential Information and the Disclosure Information.
- 2.5. For purposes of this Clause 2, the term Company shall be deemed to include Amazon as well as any subsidiaries or affiliates of Amazon that may, from time to time, become associated with Amazon.

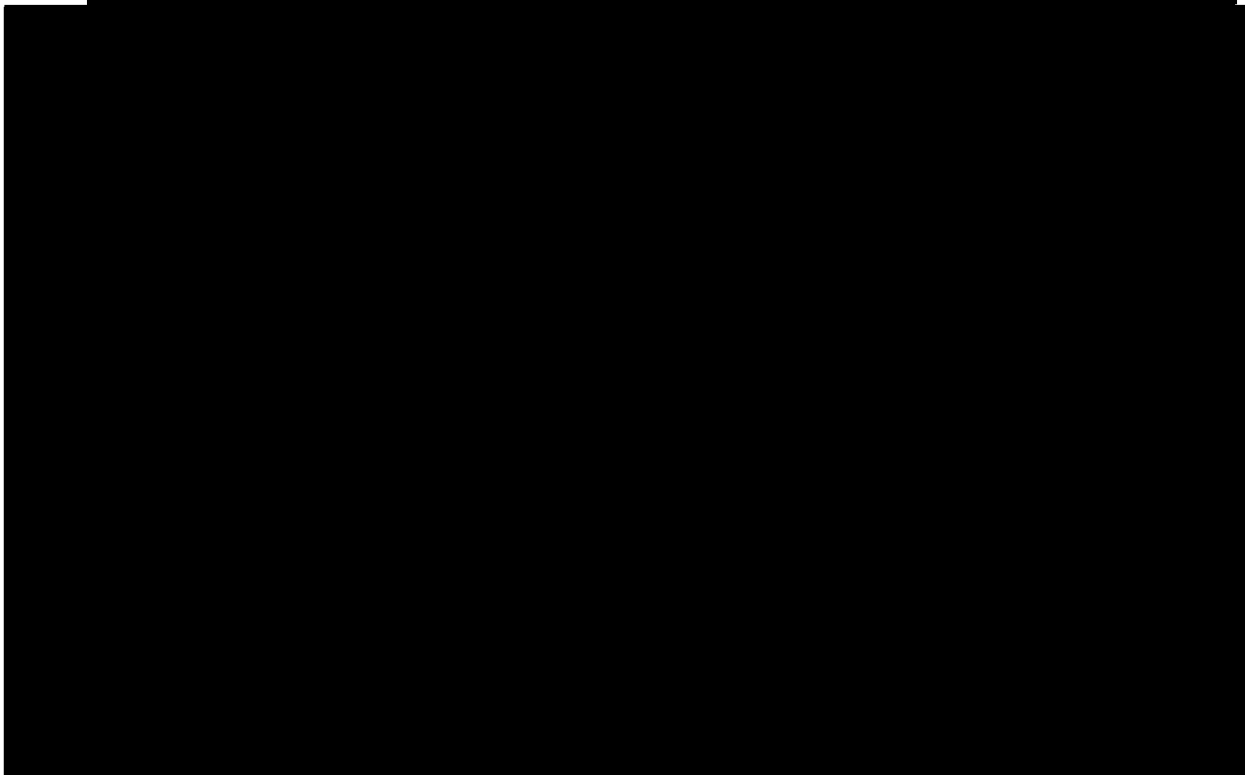
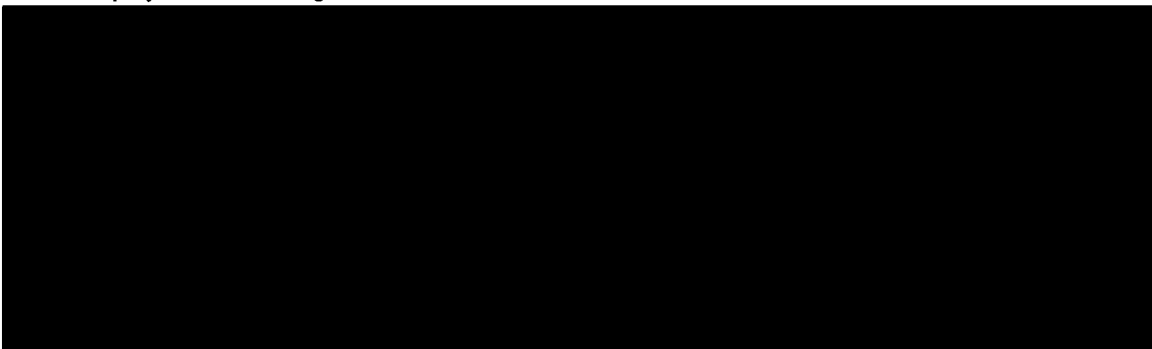




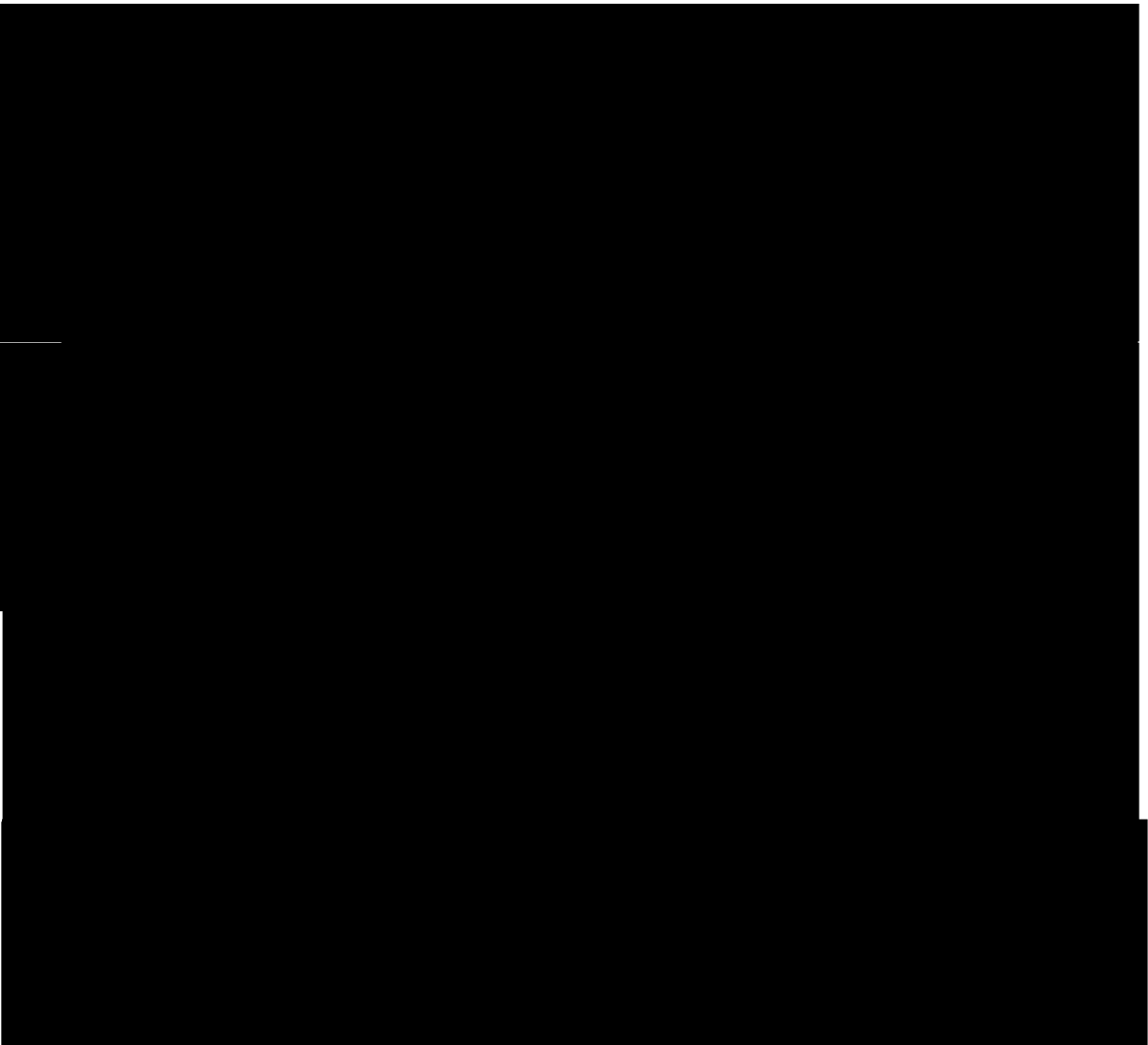


**4. Reasonableness of Covenants**

4.1. The Employee acknowledges that:

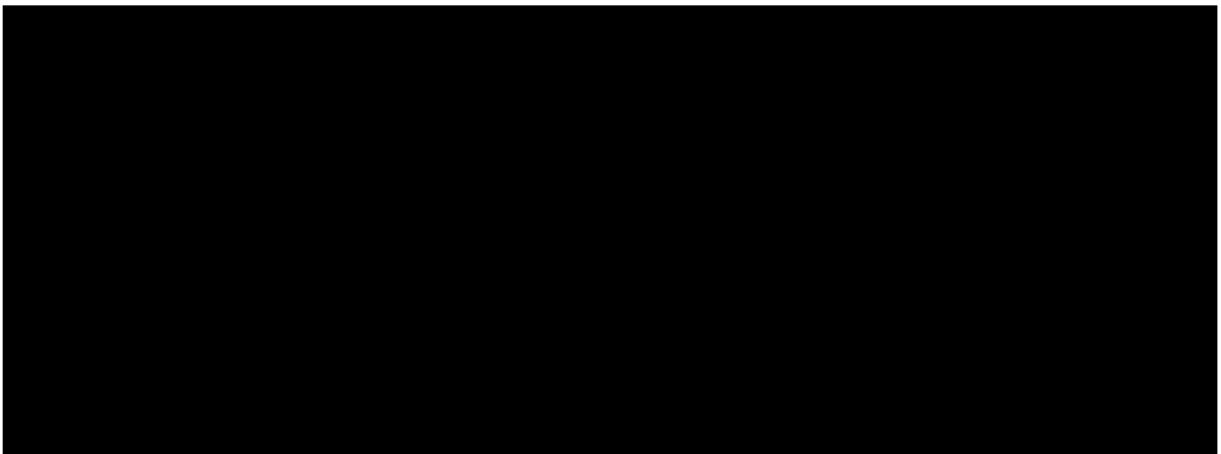






**9. Survival**

The obligations of the Employee under Clauses 2 and 3 of this Deed shall survive the termination of this Deed and of the Employee's employment with the Company.



**12. Governing Law**

The formation, construction and performance of this Deed shall be governed by English Law and the parties irrevocably submit to the non-exclusive jurisdiction of the English Courts.

**IN WITNESS WHEREOF THE PARTIES HAVE EXECUTED THIS DOCUMENT AS A DEED ON THE DATE FIRST BEFORE WRITTEN:-**

Executed by

)

Sign

Paula Byrne

**Paula Maria Byrne**

for and on behalf of the Company

)

Print

Paula Maria Byrne

)

Date

~~3RD JULY 2012~~

Executed by (employee name)

)

Sign

James Knowler

**Jim Knowler**

)

Print

JAMES KNOWLER

)

Date

3RD JULY 2012

Please ask someone to witness you signing this document.

in the presence of (witness details)

Witness:

Sign



Print

MR. E. A. KNOWLER

Date

3RD JULY 2012

Address

1 SHIALOT AVENUE

SHIALOT, CRO 85L

Occupation

RETIRED