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FORM PTO-1595 (Modified) 07-21-1999 (Rev. 6-93) OMB No. 0651-0011 (exp.4/94) Copyright 1994-97 LegalStar P08/REV02 Tab settings → → 101125058 To the Honorable Commissioner of F ... the attached original documents or copy thereof. 1. Name of conveying party(ies): 2. Name and address of receiving party(ies): Roy J. Rosser Name: Princeton Video Image, Inc. Internal Address: ☐ Yes 🏻 No Additional names(s) of conveying party(ies) Nature of conveyance: Street Address: 15 Princess Road ■ Assignment Merger ☐ Security Agreement Change of Name City: Lawrenceville State: NJ ZIP: 08648 ☐ Other Execution Date: __ June 15, 1999 Application number(s) or registration numbers(s): If this document is being filed together with a new application, the execution date of the application is: June 15, 1999 B. Patent No.(s) A. Patent Application No.(s) Additional numbers attached? ☑ No ☐ Yes 5. Name and address of party to whom correspondence 6. Total number of applications and patents involved: concerning document should be mailed: Name: Thomas J. Onka 7. Total fee (37 CFR 3.41):....\$ 40.00 Internal Address: Woodbridge & Associates, P.C. Enclosed - Any excess or insufficiency should be credited or debited to deposit account P.O. Box 592 Authorized to be charged to deposit account Princeton, New Jersey 08542-0592 Street Address: 8. Deposit account number: 23-3040 State: ZIP: DO NOT USE THIS SPACE Statement and signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Thomas J. Onka

Signature

Total number of pages including cover sheet, attachments, and document:

Date

Name of Person Signing

ASSIGNMENT

WHEREAS, Roy J. Rosser, as assignor, has invented certain improvements in "SET-TOP DEVICE FOR TARGETED ELECTRONIC INSERTION OF INDICIA INTO VIDEO" for which an application for United States Letters Patent has been executed by assignor on June 15, 1999 and whereas, Princeton Video Image, Inc., as assignee, having a business address at 15 Princess Road, Lawrenceville, New Jersey 08648, is desirous of acquiring all right, title and interest in and to said invention and any Letters Patent that may be granted therefor.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, I, as assignor hereby sell, assign and set over to said assignee the entire right, title and interest for the United States and all other countries in and to said invention and the aforesaid application for Letters Patent, all original, divisional, continuation, substitute or reissue applications and patents applied for or granted therefor in the United States and all countries foreign, and the Commissioner of Patents is hereby authorized and requested to issue all patents on said improvements or resulting therefrom to said assignee herein, as assignee of the entire interest therein; and the undersigned for myself and my legal representatives, heirs and assigns do hereby agree and covenant without further remuneration, to execute and deliver all divisional, continuation, reissue and other applications for Letters Patent on said improvements and all assignments thereof to said assignee or its assigns, to communicate to said assignee or its representative all facts known to the undersigned respecting said improvements, whenever requested, to testify in any interferences or other legal proceedings in which any of said applications or patents may become involved, to sign all lawful papers, make all rightful oaths, and to do generally everything necessary to aid assignee, its successors, assigns and nominees to obtain patent protection for said improvements in all countries, the expenses incident to said applications to be borne and paid by said assignee.

Roy J. Rosser

State of New Jersky: : ss:
County of Mercel: :

This 15th day of ______, 1999 before me personally came the above named, Roy J. Rosser, to me known as the individual who executed the foregoing instrument who acknowledged to me that the same was executed by him of his own free will for the purpose therein set forth.

Notary Public Contact

(SEAL)

COLLEEN C. CONRAD

A Natery Public of New Jersey
My Commission Emires 4/01/2001