

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Robert A. Bowman</td> <td>11/01/2004</td> </tr> <tr> <td>John Dinn Mann</td> <td>10/29/2004</td> </tr> <tr> <td>Justin Alexander Shaffer</td> <td>10/29/2004</td> </tr> <tr> <td>Joseph Francis Choti</td> <td>11/01/2004</td> </tr> </tbody> </table>		Name	Execution Date	Robert A. Bowman	11/01/2004	John Dinn Mann	10/29/2004	Justin Alexander Shaffer	10/29/2004	Joseph Francis Choti	11/01/2004
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Robert A. Bowman	11/01/2004										
John Dinn Mann	10/29/2004										
Justin Alexander Shaffer	10/29/2004										
Joseph Francis Choti	11/01/2004										
RECEIVING PARTY DATA											
Name:	MLB Advanced Media, L.P.										
Street Address:	75 Ninth Avenue										
Internal Address:	5th Floor										
City:	New York										
State/Country:	NEW YORK										
Postal Code:	10011										
PROPERTY NUMBERS Total: 1											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>10911993</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	10911993						
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Application Number:	10911993										
CORRESPONDENCE DATA											
Fax Number:	(608)258-4258										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	(608) 258-4263										
Email:	ptomailmadison@foley.com										
Correspondent Name:	Callie M. Bell										
Address Line 1:	150 East Gilman Street										
Address Line 2:	P.O. Box 1497										
Address Line 4:	Madison, WISCONSIN 53701-1497										
NAME OF SUBMITTER:	Callie M. Bell										

CH \$40.00 10911993

Total Attachments: 4

500013453

**PATENT
 REEL: 015408 FRAME: 0514**

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ASSIGNMENT - WORLDWIDE

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each undersigned inventor (hereinafter referred to singly and collectively as "ASSIGNOR") has sold, assigned, and transferred, and by these presents hereby sells, assigns, and transfers, unto

MLB Advanced Media, L.P.
5th Floor
75 Ninth Avenue
New York, New York 10011

(hereinafter referred to as "ASSIGNEE") its successors and assigns, the full and exclusive right, title and interest for the United States, its territories and possessions, and all foreign countries in and to this invention relating to

MEDIA PLAY OF SELECTED PORTIONS OF AN EVENT

as set forth in this United States Patent Application

check one executed concurrently herewith,
 executed on _____,
 Serial No. 10/911,993 Filed 08/05/2004

as well as in and to (a) all improvements and modifications of the above-identified invention or inventions, (b) the above-identified application and all other applications for Letters Patent of the United States and countries foreign thereto for above-identified invention or inventions and all improvements and modifications thereof, (c) all Letters Patent which may issue from said applications in the United States and countries foreign thereto, (d) all divisions, continuations, reissues, and extensions of said applications and Letters Patent, and (e) the right to claim for any of said applications the full benefits and priority rights under the International Convention and any other international agreement to which the United States adheres; such right, title, and interest to be held and enjoyed by ASSIGNEE, its successors and assigns, to the full end of the term or terms for which any and all such Letters Patent may be granted as fully and entirely as would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

ASSIGNOR HEREBY AUTHORIZES ASSIGNEE to file patent applications in any or all countries on the above-identified invention or inventions in the name of the undersigned or in the name of ASSIGNEE or otherwise as ASSIGNEE may deem advisable under the International Convention or otherwise.

ASSIGNOR HEREBY AUTHORIZES AND REQUESTS the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE as assignee of the entire interest, for the sole use and benefit of ASSIGNEE, its successors and assigns.

ASSIGNOR HEREBY AGREES (a) to communicate to ASSIGNEE, its successors and assigns, or their representative or agents, all facts and information known or available to ASSIGNOR respecting said invention or inventions, improvements, and modifications including evidence for interference, reexamination, reissue, opposition, revocation, extension, or infringement purposes or other legal, judicial, or administrative proceedings, whenever requested by ASSIGNEE; (b) to testify in person or by affidavit as required by ASSIGNEE, its successors and assigns, in any such proceeding in the United States or a country foreign thereto; (c) to execute and deliver, upon request by ASSIGNEE, all lawful papers including, but not limited to, original, divisional, continuation, and reissue applications, renewals, assignments, powers of attorney, oaths, affidavits, and declarations, depositions; and (d) to provide all reasonable assistance to ASSIGNEE, its successors and assigns, in obtaining and enforcing proper title in and protection for said invention or inventions, improvements, and modifications under the intellectual property laws of the United States and countries foreign thereto.

ASSIGNOR HEREBY REPRESENTS AND WARRANTS that ASSIGNOR has the full and unencumbered right to sell, assign, and transfer the interests sold, assigned, and transferred herein, and that ASSIGNOR has not executed and will not execute any document or instrument in conflict herewith.

ASSIGNOR HEREBY GRANTS to the law firm of **Foley & Lardner LLP** the power and authority to insert in this Assignment any further identification which may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

ASSIGNOR UNDERSTANDS AND AGREES that the attorneys and agents of the law firm of **Foley & Lardner LLP** do not personally represent ASSIGNOR OR ASSIGNOR's legal interests, but instead represent the interests of ASSIGNEE; since said attorneys and agents cannot provide legal advice to ASSIGNOR with respect to this Assignment, ASSIGNOR acknowledges its right to seek its own independent legal counsel.

Executed this 1st day of November, 2004.


ROBERT A. BOWMAN

State of New York)
County of New York)ss.

On this 1st day of November, 2004, before me, a notary public in and for said county, appeared ROBERT A. BOWMAN, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he/she acknowledged that he/she signed, sealed, and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

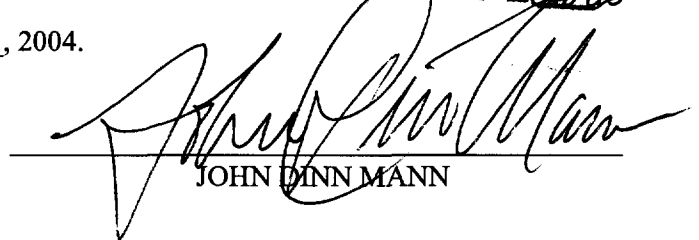

Notary Public

My Commission Expires: 2006

(Seal)

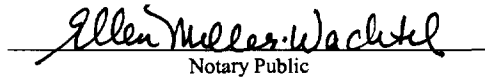
ELLEN MILLER-WACHTEL
Notary Public, State of New York
No. 02M15059271
Qualified in Westchester County
Commission Expires Apr. 22, 2006

Executed this 29th day of October, 2004.


JOHN DINN MANN

State of New York)
County of New York)ss.

On this 29 day of October, 2004, before me, a notary public in and for said county, appeared JOHN DINN MANN, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he/she acknowledged that he/she signed, sealed, and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

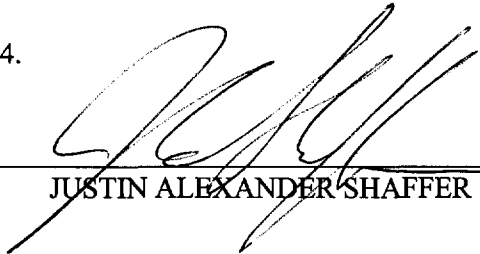

Notary Public

My Commission Expires: 2006

(Seal)

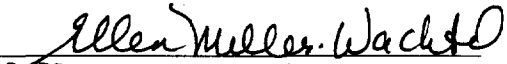
ELLEN MILLER-WACHTEL
Notary Public, State of New York
No. 02M15059271
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Commission Expires Apr. 22, 2006

Executed this 29 day of October, 2004.


JUSTIN ALEXANDER SHAFFER

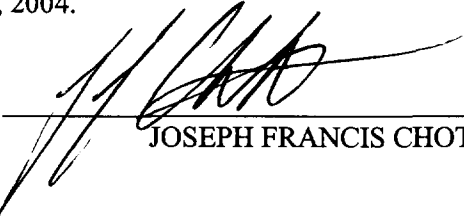
State of New York)
County of New York)ss.

On this 29 day of October, 2004, before me, a notary public in and for said county, appeared JUSTIN ALEXANDER SHAFFER, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he/she acknowledged that he/she signed, sealed, and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.


ELLEN MILLER-WACHTEL
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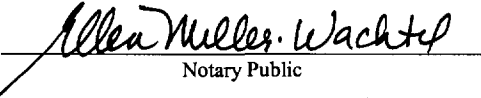
(Seal)

Executed this 1 day of November, 2004.


JOSEPH FRANCIS CHOTI

State of New York)
County of New York)ss.

On this 1st day of November, 2004, before me, a notary public in and for said county, appeared JOSEPH FRANCIS CHOTI, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he/she acknowledged that he/she signed, sealed, and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.


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