

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Joseph Francis Choti	01/18/2005
Justin Alexander Shaffer	01/18/2005
Christopher Sun	01/18/2005
Elangovan Soundararajan	01/18/2005
Shadeed S. Willis	01/18/2005
Lincoln Hochberg	01/18/2005
Sean Curtis	01/18/2005

RECEIVING PARTY DATA

Name:	MLB Advanced Media, L.P.
Street Address:	5th Floor
Internal Address:	75 Ninth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10011

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	10985334

CORRESPONDENCE DATA

Fax Number: (608)258-4258

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

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 55701-1497

PATENT

500018269

REEL: 015600 FRAME: 0012

CH \$40.00 10985334

NAME OF SUBMITTER:

Callie M. Bell

Total Attachments: 6

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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

**MULTIPLE USER LOGIN DETECTION AND RESPONSE SYSTEM**

as set forth in this United States Patent Application

*check one*     ☐ executed concurrently herewith,  
                  ☐ executed on \_\_\_\_\_,  
                  ☒ Serial No. 10/985,334    Filed 11/10/2004

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.

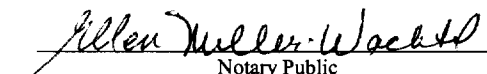
Executed this 18 day of January, 2005.

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

  
JOSEPH FRANCIS CHOTI

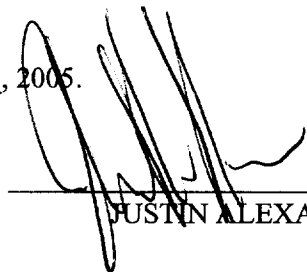
On this 18 day of January, 2005, before me, a notary public in and for said county, appeared JOSEPH FRANCIS CHOTI, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he/she acknowledged that he/she signed, sealed, and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

ELLEN MILLER-WACHTEL  
Notary Public, State of New York  
No. 02MI5059271  
Qualified in Westchester County  
Commission Expires Apr. 22, 2006  
(Seal)

  
Notary Public  
My Commission Expires: April 22, 2006


Executed this 18 day of January, 2005.

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

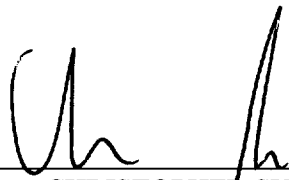
  
JUSTIN ALEXANDER SHAFFER

On this 18 day of January, 2005, 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  
Notary Public, State of New York  
No. 02MI5059271  
Qualified in Westchester County  
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(Seal)

  
Notary Public  
My Commission Expires: Apr. 22, 2006

Executed this 18 day of January, 2005.


  
CHRISTOPHER SUN

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

On this 18 day of January, 2005, before me, a notary public in and for said county, appeared CHRISTOPHER SUN, 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.

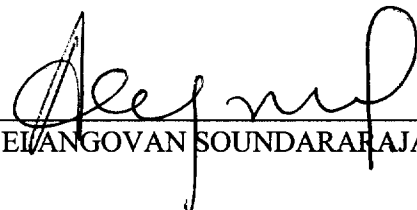
ELLEN MILLER-WACHTEL  
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Commission Expires Apr. 22, 2006

(Seal)

  
Notary Public

My Commission Expires: April 22, 2006

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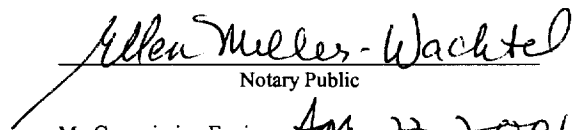
  
ELANGO VAN SOUNDARARAJAN

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

On this 18 day of January, 2005, before me, a notary public in and for said county, appeared ELANGO VAN SOUNDARARAJAN, 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  
Notary Public, State of New York  
No. 02MI5059271  
Qualified in Westchester County  
Commission Expires Apr. 22, 2006

(Seal)

  
Notary Public

My Commission Expires: Apr. 22, 2006

Executed this 18 day of January, 2005.

Shadeed S. Willis  
SHADEED S. WILLIS

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

On this 18 day of January, 2005, before me, a notary public in and for said county, appeared SHADEED S. WILLIS, 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  
Notary Public State of New York  
No. 02M15055271  
Qual. Fed. in Westchester County  
Commission Expires Apr. 22, 2006

(Seal)

Ellen Miller-Wachtel  
Notary Public

My Commission Expires: April 22, 2006

Executed this 18 day of January, 2005.

Lincoln Hochberg  
LINCOLN HOCHBERG

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

On this 18 day of January, 2005, before me, a notary public in and for said county, appeared LINCOLN HOCHBERG, 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.

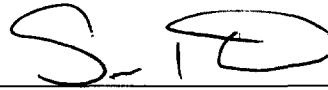
ELLEN MILLER-WACHTEL  
Notary Public State of New York  
No. 02M15055271  
Qual. Fed. in Westchester County  
Commission Expires Apr. 22, 2006

(Seal)

Ellen Miller-Wachtel  
Notary Public

My Commission Expires: April 22, 2006

Executed this 18 day of January, 2005.



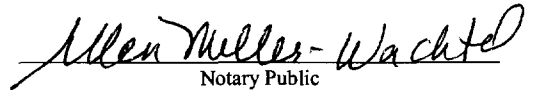
SEAN CURTIS

State of New York  
County of New York )ss.

On this 18 day of January, 2005, before me, a notary public in and for said county, appeared SEAN CURTIS, 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.

(Seal)

ELLEN MILLER-WACHTEL  
Notary Public, State of New York  
No. 02415266271  
G.S. # 42 Westchester County  
Comm. Expires Apr. 22, 2006

  
Notary Public

My Commission Expires: April 22, 2006