

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Schlumberger Technology Corporation	04/12/2006
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	
Property Type	Number
Patent Number:	5189630
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NAME OF SUBMITTER:	Jennifer Vandenplas
Total Attachments: 1 source=5189630#page1.tif	

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ASSIGNMENT

WHEREAS, Schlumberger Technology Corporation having a principal place of business at 100 Gillingham Lane, Sugar Land, TX 77478 ("Schlumberger"), hereinafter referred to as "Assignor," is the owner of United States Patent No.: 5,189,630 for Method For Encoding And Broadcasting Information About Live Events Using Computer Pattern Matching Techniques, by an assignment recorded in the United States Patent and Trademark Office;

WHEREAS, MLB Advanced Media, L.P. having a principal place of business at 75 Ninth Avenue, 5th Floor, New York, New York 10011 ("MLBAM") hereinafter referred to as "Assignee," is desirous of acquiring the entire right, title and interest in and to said application;

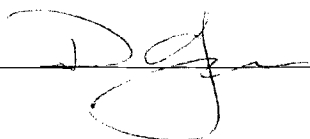
NOW, THEREFORE, To All Whom It May Concern, be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, the said Assignor has sold, assigned, transferred and set over, and by these presents does sell, assign, transfer and set over, unto the said Assignee, its successors and assigns, its entire right, title and interest in and to said application, and in and to any and all U.S. and foreign patents which may hereafter be granted therefrom, and in and to any and all extensions, continuations, divisions, (or reissues or re-examinations) of said Letters Patent, the same to be held and enjoyed by the said Assignee, for its own use and behoof, and the use and behoof of its successors and assigns, to the full and of the term for which said Letters Patent may be granted. Assignor further assigns to Assignee, all rights to sue for past, present and future infringements and all damages and fees recovered therefrom.

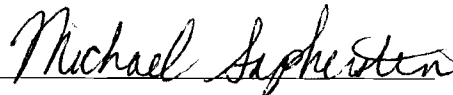
NOTWITHSTANDING the foregoing, said Assignor hereby reserves to itself the right to sell products which would otherwise infringe any patent issuing from said application.

Schlumberger Technology Corporation

AGREED TO BY:

MLB Advanced Media, L.P.,
By MLB Advanced Media, Inc.,
Its General Partner

By: 

By: 

Date: 7 April 2006

Date: 4-12-06

MILW_1932108.1