

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>Joe Booth</td> <td>08/27/2007</td> </tr> <tr> <td>Paul Christopher Hossack</td> <td>08/22/2007</td> </tr> <tr> <td>Matt Bilbey</td> <td>09/03/2007</td> </tr> <tr> <td>Darren Hedges</td> <td>08/22/2007</td> </tr> </tbody> </table>		Name	Execution Date	Joe Booth	08/27/2007	Paul Christopher Hossack	08/22/2007	Matt Bilbey	09/03/2007	Darren Hedges	08/22/2007
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Joe Booth	08/27/2007										
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RECEIVING PARTY DATA											
Name:	Electronic Arts, Inc.										
Street Address:	209 Redwood Shores										
City:	Redwood City										
State/Country:	CALIFORNIA										
Postal Code:	94065										
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>11833881</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11833881						
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Application Number:	11833881										
CORRESPONDENCE DATA											
Fax Number:	(650)326-2422										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	(650) 326-2400										
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Correspondent Name:	Townsend and Townsend and Crew										
Address Line 1:	Two Embarcadero Center, 8th Floor										
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ATTORNEY DOCKET NUMBER:	019491-014210US										
NAME OF SUBMITTER:	Philip H. Albert										
Total Attachments: 1 source=Assignment 019491-014210US #page1.tif											

CH \$40.00 11833881

PATENT

ASSIGNMENT OF PATENT APPLICATION

JOINT

WHEREAS, Joe Booth of 1934 W-11th Avenue, Vancouver, B.C., V6J2C6 Canada; Paul Christopher Hossack of 103-1850 West 8th Avenue, Vancouver, B.C., V6J5G3 Canada; Matt Bilbey of 14 Boulevard Des Tranchees, Geneva, 1206 Switzerland; and Darren Hedges of 4907 Walden Street, Vancouver, B.C., V5W2V6 Canada, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: INTERACTIVE ELECTRONIC GAMING WITH MATCHED-TOURNAMENT GAME PLAY

Date(s) of execution of Declaration:

Filing Date: August 3, 2007

Application No.: 11/833,881; and

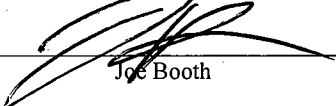
WHEREAS, Electronic Arts Inc., a corporation of the state of Delaware, located at 209 Redwood Shores Parkway, Redwood City, CA 94065, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

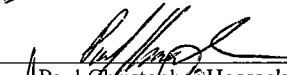
IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Dated: Aug 27th, 2007



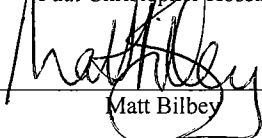
Joe Booth

Dated: August 22, 2007




Paul Christopher Hossack

Dated: Sept 3, 2007



Matt Bilbey

Dated: August 22, 2007



Darren Hedges

61116966 v1