

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>Vidya Elangovan</td> <td>12/04/2007</td> </tr> <tr> <td>Richard H. Cavallaro</td> <td>12/04/2007</td> </tr> <tr> <td>Marvin S. White</td> <td>12/10/2007</td> </tr> <tr> <td>Kenneth A. Milnes</td> <td>12/04/2007</td> </tr> </tbody> </table>		Name	Execution Date	Vidya Elangovan	12/04/2007	Richard H. Cavallaro	12/04/2007	Marvin S. White	12/10/2007	Kenneth A. Milnes	12/04/2007
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Richard H. Cavallaro	12/04/2007										
Marvin S. White	12/10/2007										
Kenneth A. Milnes	12/04/2007										
RECEIVING PARTY DATA											
Name:	Sportvision, Inc.										
Street Address:	4619 N. Ravenswood, Suite 304										
City:	Chicago										
State/Country:	ILLINOIS										
Postal Code:	60640										
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>11960586</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11960586						
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Application Number:	11960586										
CORRESPONDENCE DATA											
Fax Number:	(415)369-9665										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	4153699660										
Email:	gbaron@vierramagen.com										
Correspondent Name:	Ralph F. Hoppin										
Address Line 1:	575 Market Street, Suite 2500										
Address Line 4:	San Francisco, CALIFORNIA 94105										
ATTORNEY DOCKET NUMBER:	SPTV-01112US1										
NAME OF SUBMITTER:	Ralph F. Hoppin										
<p>Total Attachments: 6 source=1112us1-assn-signed#page1.tif</p>											

CH \$40.00 11960586

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JOINT TO CORPORATE ASSIGNMENT

WHEREAS, the undersigned Inventors:

(1) Vidya Elangovan
a resident of 761 San Pablo Avenue, Sunnyvale, California 94085;

(2) Richard H. Cavallaro
a resident of 1516 Wildrose Way, Mountain View, California 94043;

(3) Marvin S. White
a resident of 41 Chestnut Street, San Carlos, California 94070;

(4) Kenneth A. Milnes
a resident of 35815 Hibiscus Court, Fremont, California 94536;

have invented certain new and useful improvements in:

PROVIDING VIRTUAL INSERTS USING IMAGE TRACKING WITH
CAMERA AND POSITION SENSORS

and have executed a declaration or oath for an application for a United States patent disclosing and identifying the invention:

1. On the Date of Execution of Declaration for Patent Application set forth below adjacent to my signature;

Or

2. Said application having Application Number 11/960,586 and filed on the 19th day of December, 2007.

WHEREAS Sportvision, Inc. (hereinafter termed "Assignee"), a corporation of the State of Delaware, having a place of business at 4619 North Ravenswood Avenue, Suite 304, Chicago, State of Illinois wishes to acquire the entire right, title and interest in and to said application and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered jointly or severally by said Inventors (all collectively hereinafter termed "said invention"), and in and to any and all patents, certificates of invention and other forms of protection thereon (hereinafter termed "patents") applied for or granted in the United States and/or other countries.

NOW THEREFORE, for good and valuable consideration acknowledged by each of said Inventors to have been received in full from said Assignee:

1. Said Inventors do hereby sell, assign, transfer and convey to said Assignee, the entire right, title and interest (a) in and to said application and said invention; (b) in and to all rights to apply in any or all countries of the world for patents, certificates of inventions or other governmental grants on said invention, including the right to apply for patents pursuant to the International

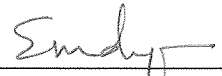
Convention for the Protection of Industrial Property or pursuant to any other convention, treaty, agreement or understanding; (c) in and to any and all applications filed and any and all patents, certificates of inventions or other governmental grants granted on said invention in the United States or any other country, including each and every application filed and each and every patent granted on any application which is a division, substitution, or continuation of any of said applications; (d) in and to each and every reissue or extension of any of said patents; and (e) in and to each and every patent claim resulting from a reexamination certificate for any and all of said patents.

2. Said Inventors hereby jointly and severally covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title, and interest herein conveyed in the United States and other countries. Such cooperation by said Inventors shall include prompt production of pertinent facts and documents, giving of testimony, executing of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for complying with any duty of disclosure; (c) for prosecuting any of said applications; (d) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (e) for filing and prosecuting applications for reissue of any of said patents; (f) for interference or other priority proceedings involving said invention; and (g) for legal proceedings involving said invention and any applications therefor and any patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings, reexamination proceedings, compulsory licensing proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventors in providing such cooperation shall be paid for by said Assignee.

3. The terms and covenants of this Assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventors, their respective heirs, legal representatives and assigns.

4. Said Inventors hereby jointly and severally warrant and represent that they have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

IN WITNESS WHEREOF, the said Inventors have executed this instrument on the date of acknowledgement before the Notary Public as given below and delivered this instrument to said Assignee.

(1) 
Vidya Elangovan

State of California

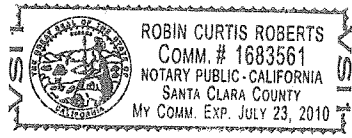
County of Santa Clara

On 12-4-07 before me, Robin Curtis Roberts, Notary Public
(name and title of officer)

personally appeared Vidya Elangovan, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature 



(2) Richard H. Cavallaro
Richard H. Cavallaro

State of CALIFORNIA

County of SANTA CLARA

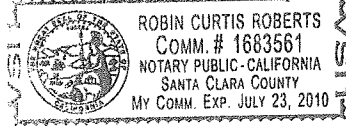
Robin Curtis Roberts, Notary Public

On 12-4-07 before me, _____
(name and title of officer)

personally appeared Richard H. Cavallaro, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature Robin Curtis Roberts



(3) Marvin S. White
Marvin S. White

State of CALIFORNIA

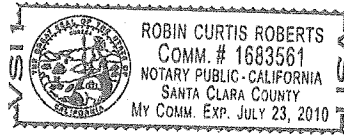
County of SANTA CLARA


On 12-10-07 before me, Robin Curtis Roberts, Notary Public
(name and title of officer)

personally appeared Marvin S. White, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature [Handwritten Signature]

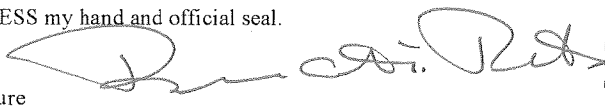


(4) 
Kenneth A. Milnes

State of CALIFORNIA
County of SANTA CLARA

On 12-4-07 before me, Robin Curtis Roberts, Notary Public
(name and title of officer)

personally appeared Kenneth A. Milnes, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature _____

