

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Gary M. Zalewski	09/12/2008
RECEIVING PARTY DATA	
Name:	SONY COMPUTER ENTERTAINMENT AMERICA INC.
Street Address:	919 E. Hillsdale Blvd.
Internal Address:	Second Floor
City:	Foster City
State/Country:	CALIFORNIA
Postal Code:	94404-2175
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	60978689
Application Number:	12210105
CORRESPONDENCE DATA	
Fax Number:	(510)668-0239
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	510-668-0965
Email:	contact@jdipatent.com
Correspondent Name:	Joshua D. Isenberg
Address Line 1:	809 Corporate Way
Address Line 4:	Fremont, CALIFORNIA 94539
ATTORNEY DOCKET NUMBER:	SCEA07018US01
NAME OF SUBMITTER:	JOSHUA D. ISENBERG
Total Attachments: 1 source=SCEA07018US01_Assignment#page1.tif	

OP \$80.00 60978689

500646658

**PATENT
REEL: 021526 FRAME: 0221**

Attorney Docket No: SCEA07018US01

ASSIGNMENTTHIS ASSIGNMENT, by **GARY M. ZALEWSKI**(hereinafter referred to as the Assignor), residing at **OAKLAND, CALIFORNIA** witnesseth:

WHEREAS, said Assignor has invented certain new and useful improvements in

"INCREASING THE NUMBER OF ADVERTISING IMPRESSIONS IN AN INTERACTIVE ENVIRONMENT"which are described in United State Provisional Patent Application number **60/978,689**, filed **October 09, 2007**

and which inventions are described in a nonprovisional application for letters patent having the above title and Attorney Docket Number.

Said Assignor hereby authorizes and requests his attorney, Joshua D. Isenberg, of 809 Corporate Way, Fremont, California, to insert here in parentheses (Application number 12/210,105, filed Sep 12, 2008) the filing date and application number of said nonprovisional application when known. JDI

WHEREAS,

SONY COMPUTER ENTERTAINMENT AMERICA INC.(hereinafter referred to as the Assignee), a body having corporate powers under the laws of **DELAWARE**, and having offices at **919 East Hillsdale Boulevard, 2nd Floor, Foster City, California 94404**, is desirous of obtaining the entire right, title and interest in and to said inventions and said application for Letters Patent, and in and to any Letters Patent, United States or foreign, to be obtained therefor and thereon, and to any and all improvements which are disclosed in said application for Letters Patent

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged:

1. The Assignor has sold, assigned, transferred and set over, and does hereby sell, assign, transfer and set over unto said Assignee, the entire right, title and interest in, to and under said inventions; said application for Letters Patent; any Letters Patent which may be granted for said inventions in the United States of America and any foreign country; any division, continuation, and continuation-in-part of said application; any reissue or extension of said Letters Patent; and all rights under the International Convention for the Protection of Industrial Property; said right, title and interest to be held and enjoyed by said Assignees for their own use and behoove to the full end of the term for which Letters Patent may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignor, had this sale and assignment not been made.
2. Said Assignor hereby warrants and represents that, at the time of execution and delivery of these presents, said Assignor is the lawful owners of the entire right, title and interest in and to said inventions and said application for Letters Patent, and that the same has not entered into any assignment, contract or understanding in conflict herewith.
3. Said Assignor hereby covenants and agrees to assist and cooperate with said Assignee, whereby said Assignee may enjoy to the fullest extent said right, title and interest herein conveyed, provided, however, that the entire expense which may be incurred by said Assignor in lending such assistance and cooperation be paid by Assignees. Such cooperation shall include: (a) prompt execution of all papers (prepared at the expense of Assignee) which are deemed necessary or desirable by Assignees to perfect said right, title and interest herein conveyed, (b) prompt execution of all petitions, oaths, specifications, declarations and other papers (prepared at the expense of Assignee) which are deemed necessary or desirable by Assignee for filing or prosecuting in the United States or any foreign country said application, any application which is a division, continuation, or continuation-in-part of said application, any reissue application for any Letters Patent granted on said application, or for any interference proceeding involving said application or Letters Patent granted thereon; and (c) prompt assistance and cooperation in the prosecution of all legal proceedings involving said inventions, said application, or Letters Patent granted thereon, including oppositions, cancellation proceedings, priority contests, public use proceedings and court actions.
4. The terms, covenants and conditions of this Assignment shall inure to the benefit of said Assignee, its successors, assigns and/or other legal representatives, and shall be binding upon said Assignor, his heirs, legal representatives and assigns.
5. Said Assignor hereby requests the Commissioner of Patents and Trademarks to issue said Letters Patent of the United States to said Assignee as the assignee of said inventions.

IN WITNESS WHEREOF said Assignor has executed and delivered this instrument on the date noted below.



GARY M. ZALEWSKI


 Date