

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

Assignment of Joint Undivided Interest in Patents

CONVEYING PARTY DATA

Name	Execution Date
CLARITY, A DIVISION OF PLANAR SYSTEMS, INC.	11/14/2008

RECEIVING PARTY DATA

Name:	BALLY GAMING, INC.
Street Address:	6601 S. Bermuda Road
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89119

PROPERTY NUMBERS Total: 4

Property Type	Number
Patent Number:	7136906
Patent Number:	7228341
Application Number:	11111250
Application Number:	11588064

CORRESPONDENCE DATA

Fax Number: (949)475-4754
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 213-229-7984
Email: rbenyehuda@gibsondunn.com
Correspondent Name: Ron Ben-Yehuda
Address Line 1: 333 South Grand Avenue
Address Line 4: Los Angeles, CALIFORNIA 90071

ATTORNEY DOCKET NUMBER:

04477-00046

NAME OF SUBMITTER:

Ron Ben-Yehuda

Total Attachments: 5

PATENT

500710342

REEL: 021861 FRAME: 0259

CH \$160.00 7136906

source=clarityballypatentassignment#page1.tif
source=clarityballypatentassignment#page2.tif
source=clarityballypatentassignment#page3.tif
source=clarityballypatentassignment#page4.tif
source=clarityballypatentassignment#page5.tif

ASSIGNMENT OF JOINT UNDIVIDED INTEREST IN PATENTS

This ASSIGNMENT OF JOINT UNDIVIDED INTEREST IN PATENTS (this "Assignment") is made as of November 14, 2008 by CLARITY, A DIVISION OF PLANAR SYSTEMS, INC., an Oregon corporation ("Assignor"), to BALLY GAMING, INC., a Nevada corporation ("Assignee"). All capitalized terms used herein but not otherwise defined shall have the meanings set forth in the Purchase Agreement (defined below).

RECITALS

A. Assignor and Assignee have entered into that certain Joint Interest Asset Purchase Agreement of even date herewith (the "Purchase Agreement").

B. Assignor is the owner of all right, title and interest in and to the patents and patent applications set forth on Exhibit A hereto, including all right, title and interest in and to the underlying works (collectively, the "Patents").

C. Pursuant to the Purchase Agreement, Assignor desires to assign to Assignee a joint equal undivided interest in and to the Patents.

D. Assignor and Assignee are concurrently entering into a cross-license agreement granting to each other exclusive licenses under the Patents in respective exclusive fields of use (the "License Agreement").

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing premises, the mutual covenants and agreements contained in the Purchase Agreement and the covenants and agreements in this Assignment and the License Agreement, Assignor agrees as follows:

Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does hereby sell, transfer, convey, assign and deliver to Assignee a joint equal undivided interest in and to the Patents, the same to be held by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns and other legal representatives.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date first above written.

**CLARITY, A DIVISION OF
PLANAR SYSTEMS, INC.,**
a Oregon corporation

By: 

Name: Gerald K. Perkel

Title: President

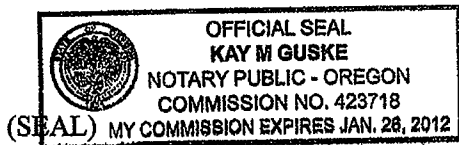
SIGNATURE PAGE TO ASSIGNMENT OF PATENTS

PATENT
REEL: 021861 FRAME: 0262

NOTARY PUBLIC CERTIFICATE

STATE OF OREGON)
 : ss.:
COUNTY OF WASHINGTON)

On this 14th day of November, 2008 before me personally appeared **GERALD K. PERKEL**, proved to me on the basis of satisfactory evidence to be the person who executed the foregoing instrument on behalf of **CLARITY, A DIVISION OF PLANAR SYSTEMS, INC.**, who being by me duly sworn did depose and say that he is an authorized officer of said corporation, that the said instrument was signed on behalf of said corporation as authorized by its Board of Directors, and that he acknowledged said instrument to be the free act and deed of said corporation.



Kay M. Guske
Notary Public

My Commission Expires:

01/28/2012

Exhibit A

Patents

(see attached)

EXHIBIT A TO ASSIGNMENT OF PATENTS

PATENT
REEL: 021861 FRAME: 0264

Country	Application No.	App. Date	Pub. No.	Patent No.	Grant Date	Title
USA	09/828257	4/6/2001		7136906	11/14/2006	SYSTEM FOR ELECTRONICALLY DISTRIBUTING, DISPLAYING AND CONTROLLING THE PLAY SCHEDULING OF ADVERTISING AND OTHER COMMUNICATIVE MEDIA
USA	09/828463	4/6/2001		7228341	6/5/2007	METHOD AND SYSTEM FOR ELECTRONICALLY DISTRIBUTING, DISPLAYING AND CONTROLLING ADVERTISING AND OTHER COMMUNICATIVE MEDIA
USA	11/111250	4/20/2005	US2005/0188400			PROCESS FOR MODIFICATION OF AD CONTENT BY LOCALIZATION
USA	11/588064	10/25/2006	US2007/0118590			SCHEDULING FOR PLAYBACK OF MEDIA CONTENTS
Hong Kong	6101162.4	8/28/2003	HK1081288			PROCESS FOR MODIFICATION OF AD CONTENT BY LOCALIZATION
Europe (EPC)	1924763.4	4/6/2001	EP1281252			METHOD AND SYSTEM FOR ELECTRONICALLY DISTRIBUTING, DISPLAYING AND CONTROLLING ADVERTISING AND OTHER COMMUNICATIVE MEDIA
Europe (EPC)	1924836.8	4/6/2001	EP1290563			METHOD AND SYSTEM FOR ELECTRONICALLY DISTRIBUTING, DISPLAYING AND CONTROLLING ADVERTISING AND OTHER COMMUNICATIVE MEDIA
Europe (EPC)	3791839.8	8/28/2003	EP1556815			PROCESS FOR MODIFICATION OF AD CONTENT BY LOCALIZATION

PATENT

RECORDED: 11/20/2008

REEL: 021861 FRAME: 0265