

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	10/20/2009
RECEIVING PARTY DATA	
Name:	Sony Computer Entertainment America Inc.
Street Address:	919 East Hillsdale Blvd., 2nd Floor
City:	Foster City
State/Country:	CALIFORNIA
Postal Code:	94404
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12604887
CORRESPONDENCE DATA	
Fax Number:	(408)749-6901
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	408-749-6900
Email:	jose@MPIPLAW.COM
Correspondent Name:	MARTINE PENILLA & GENCARELLA, LLP
Address Line 1:	710 LAKEWAY DRIVE
Address Line 2:	SUITE 200
Address Line 4:	SUNNYVALE, CALIFORNIA 94085
ATTORNEY DOCKET NUMBER:	SONYP097
NAME OF SUBMITTER:	Jose M. Nunez
Total Attachments: 1 source=SONYP097_Assignment_asfiled#page1.tif	

CH \$40.00 12604887

ASSIGNMENT OF PATENT APPLICATION
(Accompanying Application)

Whereas I the undersigned inventor have invented certain new and useful improvements as set forth in the patent application entitled:

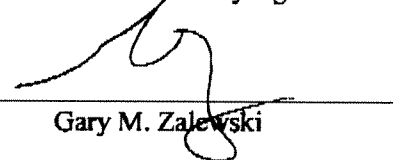
System for Converting Television Commercials into Interactive Networked Video Games

(Atty. Docket No. **SONYP097/SCEA09036US00**) for which I have executed an application for a United States Letters Patent.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we the undersigned inventors hereby:

- 1) Sell, assign and transfer to **Sony Computer Entertainment America Inc. a Delaware corporation having a place of business at 919 East Hillsdale Blvd., 2nd Floor, Foster City, California 94404-2175, USA** (hereinafter referred to as "ASSIGNEES"), the entire right title and interest in any and all improvements and inventions disclosed in, application(s) based upon, and Patent(s) (including foreign patents) granted upon the information which is disclosed in the above referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application or any division(s), continuation(s), substitutes(s) or reissue(s) thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE'S expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative and applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the Assignee, its successors, assigns and other legal representative, and shall be binding upon the inventor, as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that we have not entered, and will not enter into any assignment, contract, or understanding that conflicts with this assignment.

Signed on the date indicated beside my signature.

1) Signature: 
Typed Name: Gary M. Zalewski

Date: 12/23/09

SONYP097/SCEA09036US00

RECORDED: 10/23/2009

PATENT
REEL: 023416 FRAME: 0052