

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Joy Eling</td> <td>03/15/2010</td> </tr> <tr> <td>Troy Recknagel</td> <td>03/15/2010</td> </tr> <tr> <td>Kurt Harz</td> <td>03/18/2010</td> </tr> <tr> <td>John Roush</td> <td>04/05/2010</td> </tr> </tbody> </table>		Name	Execution Date	Joy Eling	03/15/2010	Troy Recknagel	03/15/2010	Kurt Harz	03/18/2010	John Roush	04/05/2010
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Joy Eling	03/15/2010										
Troy Recknagel	03/15/2010										
Kurt Harz	03/18/2010										
John Roush	04/05/2010										
RECEIVING PARTY DATA											
Name:	Brunswick Bowling & Billiards Corporation										
Street Address:	1 N. Field Court										
City:	Lake Forest										
State/Country:	ILLINOIS										
Postal Code:	60045										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12657866</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12657866						
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Application Number:	12657866										
CORRESPONDENCE DATA											
Fax Number:	(312)321-4299										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	312-321-4200										
Email:	daugustine@usebrinks.com										
Correspondent Name:	Brinks Hofer Gilson & Lione										
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Address Line 4:	Chicago, ILLINOIS 60610										
ATTORNEY DOCKET NUMBER:	12397-193										
NAME OF SUBMITTER:	Joseph F. Hetz, Reg. No. 41,070										

Total Attachments: 6
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**PATENT
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ASSIGNMENT

WHEREAS, Joy Eling, Troy Recknagel, Kurt Harz, and John Roush, hereinafter called the "Assignors", have made the invention described in the United States patent application entitled BOWLING LANE WITH MURAL IMAGE, for a full description of which reference is here made to an application for Letters Patent of the United States filed on January 29, 2010, and assigned Application Serial No.12/657,866;

WHEREAS, Brunswick Bowling & Billiards Corporation, a corporation organized and existing under the laws of the State of Delaware, having a place of business at 1 N. Field Court, Lake Forest, Illinois 60045, hereinafter called the "Assignee", desires to acquire the entire right, title and interest in and to the invention and the patent application identified above, and all patents which may be obtained for said invention, as set forth below;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other valuable and legally sufficient consideration, the receipt of which by the Assignors from the Assignee is hereby acknowledged, the Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefor in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; together with the right to recover all damages, including, but not limited to, a reasonable royalty, by reason of past, present, or future infringement or any other violation of patent or patent application rights; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term or terms for all such patents. The Assignors hereby

sell, assign, and transfer the entire right, title and interest to the Assignee as of the day of filing the application identified above.

The Assignors hereby covenant and agree, for both the Assignors and the Assignors' legal representatives, that the Assignors will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignors will execute and deliver to the Assignee any and all additional papers which may be requested by the Assignee to carry out the terms of this Assignment.

The Commissioner of Patents and Trademarks is hereby authorized and requested to issue patents to the Assignee in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, the Assignors have executed this agreement.

DATED: 03/15/2010

Joy Eling
Joy Eling

DATED: 03/15/2010

Troy Recknagel
Troy Recknagel

DATED: _____

Kurt Harz

DATED: _____

John Roush

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DATED: _____ Joy Eling

DATED: _____ Troy Recknagel

DATED: _____
March 18, 2010 _____
Kurt Harz

DATED: _____ John Roush

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Joy Eling

DATED: _____

Troy Recknagel

DATED: _____

Kurt Harz

DATED: 4/05/2010



John Roush