

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Richard H. Cavallaro</td><td>10/08/2010</td></tr><tr><td>James Orville McGuffin</td><td>10/08/2010</td></tr><tr><td>John Roy Borton</td><td>10/08/2010</td></tr></tbody></table>		Name	Execution Date	Richard H. Cavallaro	10/08/2010	James Orville McGuffin	10/08/2010	John Roy Borton	10/08/2010		
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RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>Sportvision, Inc.</td></tr><tr><td>Street Address:</td><td>4619 N. Ravenswood Avenue, Suite 304</td></tr><tr><td>City:</td><td>Chicago</td></tr><tr><td>State/Country:</td><td>ILLINOIS</td></tr><tr><td>Postal Code:</td><td>60640</td></tr></table>		Name:	Sportvision, Inc.	Street Address:	4619 N. Ravenswood Avenue, Suite 304	City:	Chicago	State/Country:	ILLINOIS	Postal Code:	60640
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
Fax Number: (415)369-9665 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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Email: gbaron@vierramagen.com											
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ATTORNEY DOCKET NUMBER:	SPTV-01038US1										
NAME OF SUBMITTER:	Burt Magen										
Total Attachments: 2 source=1138us1-assignment#page1.tif source=1138us1-assignment#page2.tif											

CH \$40.00 12906012

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PATENT
REEL: 025160 FRAME: 0492

JOINT TO CORPORATE ASSIGNMENT

WHEREAS, the undersigned Inventors:

- (1) Richard H. Cavallaro, a resident of Mountain View, California; and
- (2) James Orville McGuffin, a resident of Saratoga, California; and
- (3) John Roy Borton, a resident of Los Gatos, California,

have invented certain new and useful improvements in:

TRACKING SYSTEM

and have executed a declaration for an application for a United States Patent disclosing and identifying the invention, the declaration being executed on 8 OCTOBER 2010

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 60640, 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.

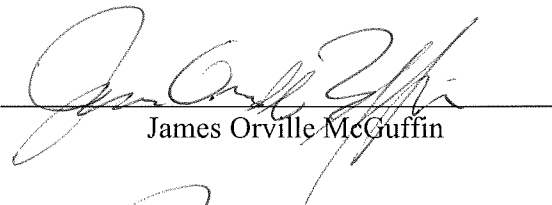
3. The terms and covenants of this Assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventors, their respective heirs, legal representatives and assigns.

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.

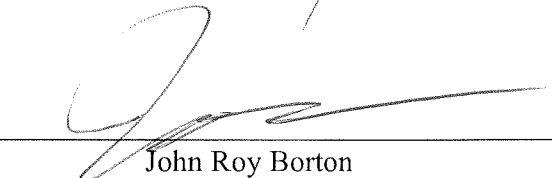
Date: 10-8-2010

(1) 
Richard H. Cavallaro

Date: 10-8-2010

(2) 
James Orville McGuffin

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(3) 
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