

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Jesus Hormigo Cebolla	03/05/2008
<b>RECEIVING PARTY DATA</b>	
Name:	White Feather Technologies S.L.
Street Address:	Av. Julio Iglesias
Internal Address:	Casa RB 106
City:	Nueva Andalucia (Pto. Banus)
State/Country:	SPAIN
Postal Code:	29660
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12921052
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(212)997-1060
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 2:	Suite 600
Address Line 4:	New York, NEW YORK 10036
ATTORNEY DOCKET NUMBER:	2004-004
NAME OF SUBMITTER:	Matthew J. Solow
Total Attachments: 26 source=2004-004 Assignment 12-01-10#page1.tif source=2004-004 Assignment 12-01-10#page2.tif	

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## ASSIGNMENT

THIS ASSIGNMENT is made the 5th day of March 2008

## BETWEEN

White Feather Technologies S.L., a Spanish company of Av. Julio Iglesias, Casa RB 106, Local 29660, Nueva Andalucía (Pto. Banús), Spain ("WHITE FEATHER") of the first part, Jesús Hormigo a Spanish subject of Urb. Aguamarina, 34., 29680, Estepona – Málaga, Spain ("Mr Hormigo") of the second part, Dr. Jamil Nadim El-Imad a British subject of Flat 2. North Audley House, 40, North Audley St., London W1K 6WG, United Kingdom ("Dr El-Imad") of the third part, and Virtually Live Ltd., a British Virgin Islands company of Akara Bldg., 24 De Castro Street, Wickhams Cay 1, PO Box 3136, Road Town, Tortola, British Virgin Islands ("VIRTUAL LIVE") of the forth part

## WHEREAS

1. Dr El-Imad and Mr Hormigo have made an invention relating to a digital media system and method ("the Invention") details of which are attached hereto as the Schedule (the term Invention is deemed to include each and every invention made by Dr El-Imad and Mr Hormigo attached hereto and disclosed in the Schedule)
2. VIRTUALLY LIVE intends to make an application for patent relating to the Invention made by Dr El-Imad and Mr Hormigo
3. Dr El-Imad is employed by VIRTUALLY LIVE and has agreed to acknowledge that his contribution to the Invention vests in VIRTUALLY LIVE

4. Mr Hormigo is employed by WHITE FEATHER and has agreed that his contribution to the Invention belongs to WHITE FEATHER
5. WHITE FEATHER has agreed to assign to VIRTUALLY LIVE all of its rights in the Invention on the terms and for the consideration hereinafter set forth

**NOW THIS ASSIGNMENT WITNESSETH**

1. Dr El-Imad hereby confirms that his contribution to the Invention belongs to VIRTUALLY LIVE by virtue of his employment by VIRTUALLY LIVE under the terms of Section 39(1) of the Patents Act 1977
2. Mr Hormigo hereby confirms that his share in the Invention belongs to WHITE FEATHER by virtue of his employment by WHITE FEATHER under the terms of Section 39(1) of the Patents Act 1977
4. In consideration of WHITE FEATHER being engaged as Consultants to VIRTUALLY LIVE and under the terms of that consultancy and in consideration of the sum of £10 now paid by VIRTUALLY LIVE to WHITE FEATHER WHITE FEATHER hereby assigns to VIRTUALLY LIVE all of the property in its share in the Invention including its share of the right to be granted a patent for the Invention and the right to claim priority together with all the right, title and interest therein and all the rights powers liberties and immunities arising or accrued therefrom free from all encumbrances to the intent that any patent granted pursuant to the application for patent and any future applications made for the Invention shall vest in and belong to VIRTUALLY LIVE to hold unto VIRTUALLY LIVE absolutely
5. Each of Dr El-Imad and Mr Hormigo jointly and severally agree to sign any further document and do any act or thing reasonably requested by VIRTUALLY LIVE to confirm VIRTUALLY LIVE's entitlement to their

by VIRTUALLY LIVE to confirm VIRTUALLY LIVE's entitlement to their shares in the Invention and to assist the prosecutions of the application for patent and any future applications to grant

6. WHITE FEATHER hereby agrees to sign any further document and do any act or thing reasonably requested by VIRTUALLY LIVE to confirm VIRTUALLY LIVE's entitlement to its share in the Invention pursuant to this Assignment and to assist the prosecution of the application for patent and any future applications to grant
7. This Assignment from WHITE FEATHER to VIRTUALLY LIVE includes the right to VIRTUALLY LIVE to make further applications for patent or equivalent protection in the UK and abroad in respect of the Invention and to have granted to VIRTUALLY LIVE any patent pursuant thereto.

IN WITNESS hereof each of White Feather Technologies S.L., Dr. Jamil Nadim El-Imad, Jesús Hormigo and Virtually Live Ltd have signed this Assignment the date and year first above written.

For and on behalf of White Feather Technologies S.L.

.....  
Director

Signed: .....  
Dr. Jamil Nadim El-Imad

in the presence of

WITNESS: .....  
Name: ..... Address: .....

Signed: .....  
Jesús Hormigo

in the presence of

WITNESS: .....  
Name: ..... Address: .....

For and on behalf of Virtually Live Ltd.

.....  
Director/Company Secretary

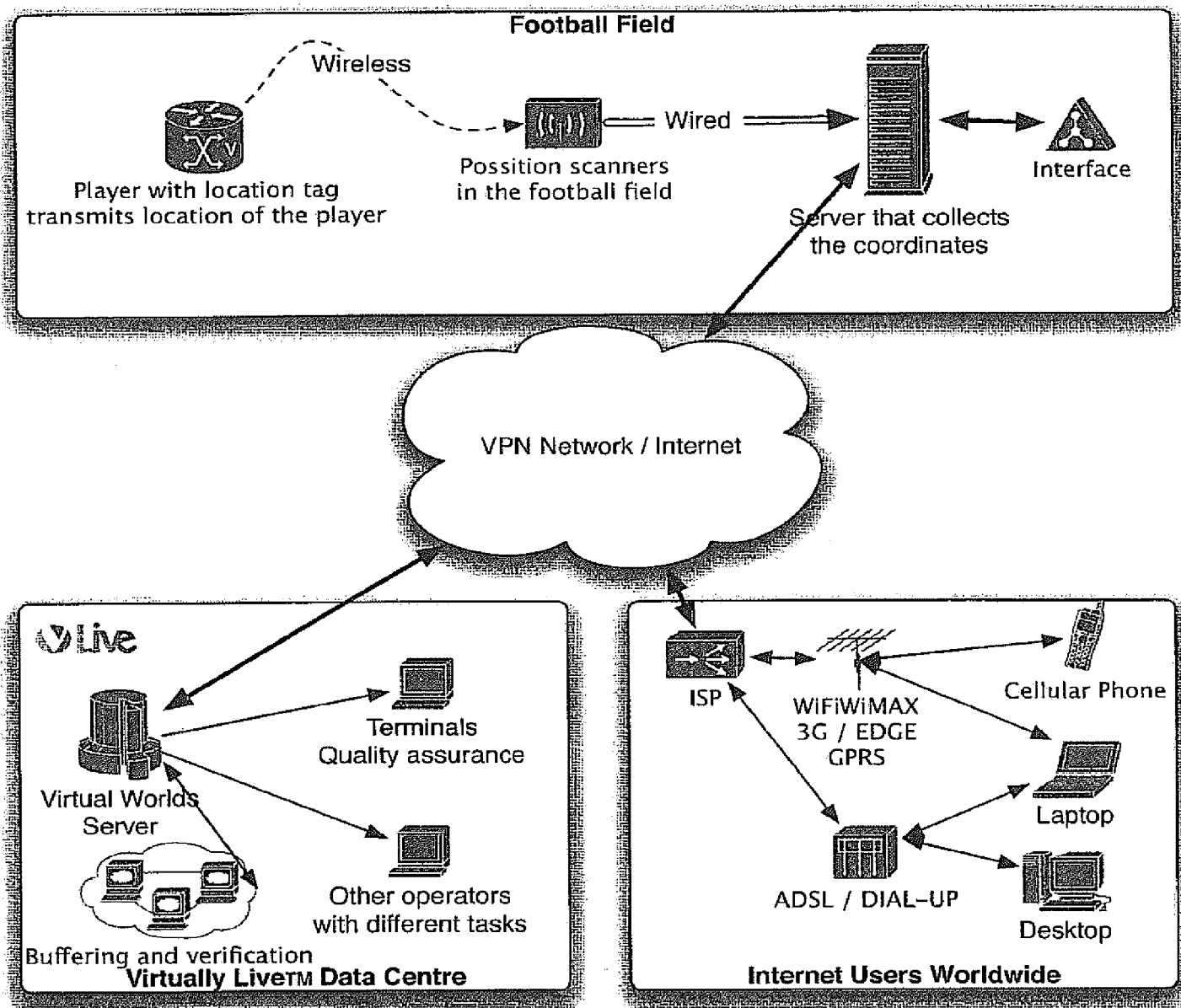
.....  
Director

Ref: P22614GB

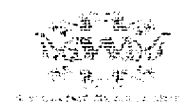
The Schedule hereinbefore referred to

Sheets 1/1 – Conceptual diagram of the digital media system embodying the Invention

Sheets 1/17 to 17/17 – Discussion of the digital media system embodying the Invention



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1/17

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**vLive**

Investor Presentation



W INVESTMENTS (UK) LIMITED  
March 2008

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**vLive**

CONTENTS

1. Introduction
2. The Opportunity
3. The Scale
4. Capturing the Opportunity
5. The Commercial Model

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2/17

## CONTENTS

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### 1. Introduction

### 2. The Opportunity

### 3. The Scale

### 4. Capturing the Opportunity

### 5. The Commercial Model

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## INTRODUCTION

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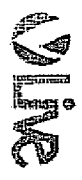
- Consumer appetite for live events has never been greater, with football leading the way
- Accessing live events through traditional media channels has many limitations in an era where the consumer requires interactivity and 'on-demand' media
- Only recently, has the internet had the potential to satisfy these demands, with the advancement of 3D web developments
- ... turning the Internet as the new platform for interactive broadcast medium for live events.

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3/17

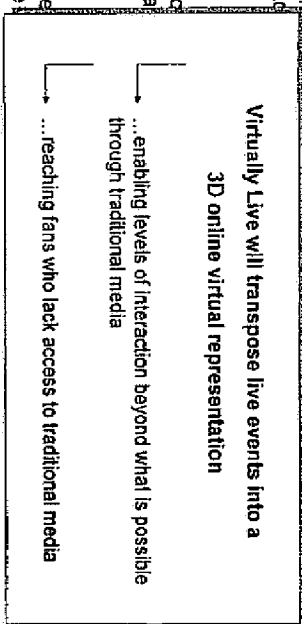
INTRODUCTION

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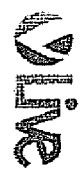
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- Competition for live events has never been as close as it is now
  - Acc In a
  - The
- ... yet its potential as a broadcast medium for live events has yet to be exploited

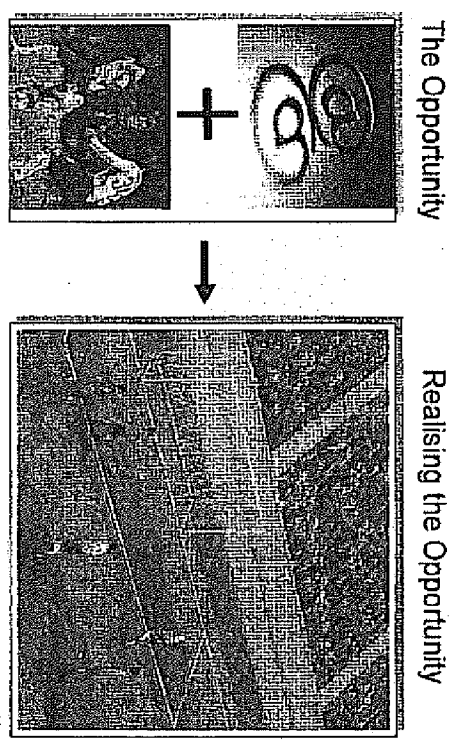


INTRODUCTION

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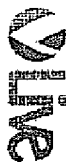


4/17

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## CONTENTS



1. Introduction

2. The Opportunity

3. The Scale

4. Capturing the Opportunity

5. Commercial Model

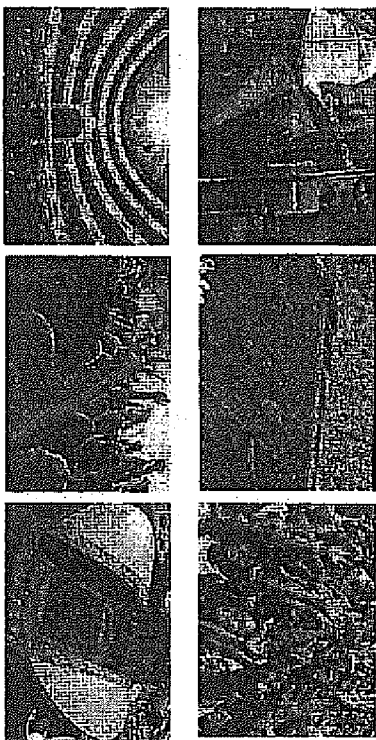
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## THE OPPORTUNITY



Over a third of UK adults attend at least one live event every year<sup>1</sup>



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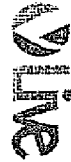
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5/17

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## THE OPPORTUNITY

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Amongst live events, football is the pre-eminent global attraction – and growing

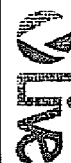


"Football is the world's most popular sport" <sup>1</sup>  
 "Over 700m people worldwide tuned in to watch the World Cup final alone" <sup>2</sup>  
 "Every week 570m outside of the UK watch the TV broadcast of the FA Premier League" <sup>3</sup>  
 "By 2014 there are expected to be 300m football fans in China, equal to the entire European fan base" <sup>4</sup>  
 "The 2006 World Cup Final saw a 75% increase in audience compared with 1998" <sup>5</sup>

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## THE OPPORTUNITY

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However, the channels through which to experience live football have many limitations

**Radio**

No visuals

**Television**

Decreasing consumption  
 43% of under-30s are watching less TV and 72% are increasing their use of the internet

Limited access to:  
 -multi-channel  
 -pay TV

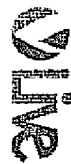
**Live in Stadium**

Expensive  
 Average ticket prices have risen by 603% (between 1999 and 2007). Against this price in 1999 = £12.71 and in 2007 = £89.94!

Limited capacity  
 Distance

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## THE OPPORTUNITY



Digital media overcomes many of these limitations and is growing rapidly as an entertainment medium

"Digital technologies, chiefly broadband Internet and mobile, are becoming established and increasingly lucrative distribution channels that are changing the way consumers acquire entertainment and media content."

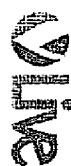
PricewaterhouseCoopers

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6/17

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## THE OPPORTUNITY



Digital media overcomes many of these limitations & is growing rapidly as an entertainment medium

"In 2005, the broadband universe totalled 187m households, up from only 30m in 2001.

By 2010, there will be 433m broadband households globally."

PricewaterhouseCoopers

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PATENT

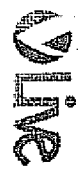
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7/77

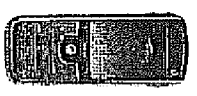
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# THE OPPORTUNITY

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Digital media overcomes many of these limitations & is growing rapidly as an entertainment medium



"The number of people with a wireless telephone subscription is also growing rapidly, with a total of 1.8bn globally in 2005. By 2010 that figure will rise to 2.8bn."

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# THE OPPORTUNITY

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Digital media overcomes many of these limitations & is growing rapidly as an entertainment medium



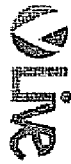
By 2011 Gartner forecasts that 80% of all internet users will be using a 3D platform of some kind

Gartner

8/17

## THE OPPORTUNITY

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Digital media overcomes many of these limitations and is growing rapidly as an entertainment medium

Demand for interactivity is growing and TV will struggle to satisfy this growing appetite

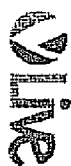


Young people in Europe now spend 10% more time online than in front of the TV!

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## THE OPPORTUNITY

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However, football has yet to fully exploit this popular and growing new medium



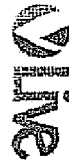
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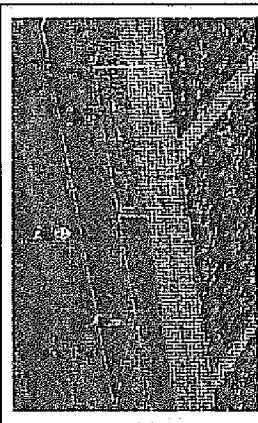
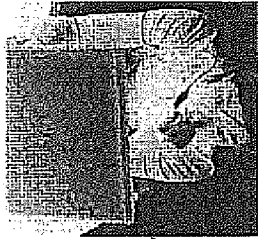
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## THE OPPORTUNITY



We believe we can capitalise on this opportunity with interactive, on-demand access to football via the internet...

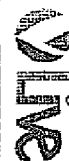
...introducing Virtually Live



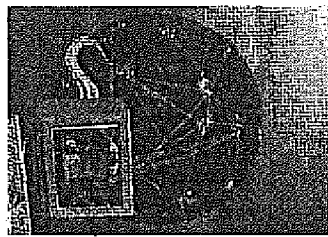
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## THE OPPORTUNITY



A rich, interactive user experience



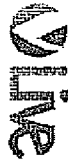
- A virtual representation of the live event, with life-like avatars
- An interactive environment, creating a sense of participation and a sense of 'being there'
- Accessible around the world - wherever there is internet access (desk-top and mobile) and whenever you want it ('on-demand')

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10/17

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## THE OPPORTUNITY



### What makes it so special?

- Access the event 'on-demand' (anywhere, anytime)
- Step into 'the set' and sit in the stands
- View the game from multiple perspectives

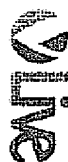
### And potentially offers...

- Voting features
- Betting features
- Social interaction and networking between fans
- Links to established social networking sites (i.e. Facebook)

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## CONTENTS



### 1. Executive Summary

### 2. The Opportunity

### 3. The Scale

### 4. Capturing the Opportunity

### 5. Commercial Model

PATENT

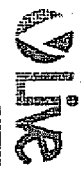
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11/17


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SCALE OF THE OPPORTUNITY



There are over 700m<sup>1</sup> football fans globally - & improved access to football via the web could even expand the size of the community



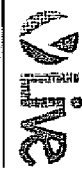
Supply-led demand, driven by innovations in the distribution of live football, has the potential to attract vast new audiences...

... increasing the total population of football fans beyond its current size

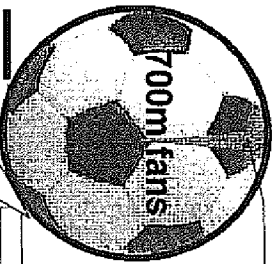
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SCALE OF THE OPPORTUNITY



If Virtually Live engaged only 1% of today's 700m<sup>1</sup> global football fan community we would command an audience of 7m



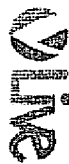
1% share

12/17

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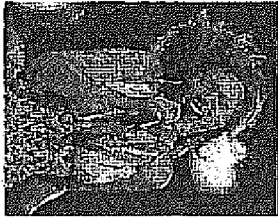
## SCALE OF THE OPPORTUNITY



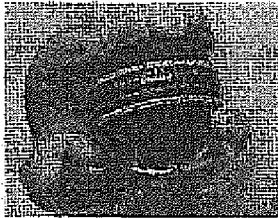
Virtually Live could be scaled beyond football, to encompass many other live events formats

For example...

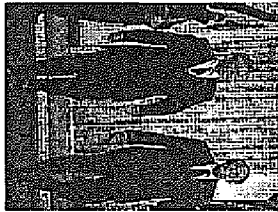
Music concerts



Other Sports



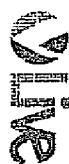
Politics



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## CONTENTS



1. Executive Summary

2. The Opportunity

3. The Scale

4. Capturing the Opportunity

5. Commercial Model

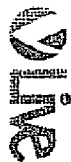
PATENT

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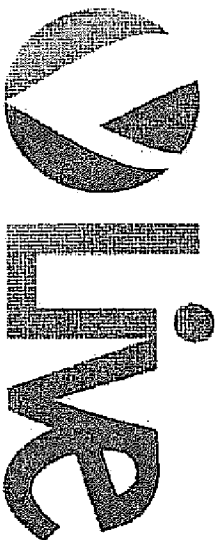
13/17

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## CAPTURING THE OPPORTUNITY

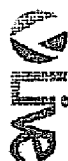


W Investments is working with select strategic partners in the development and **successful commercialisation of Virtually Live**



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## CAPTURING THE OPPORTUNITY



Confident in being able to deliver the technology and an investor showcase to demonstrate the potential of

Virtually Live



With the world watching, we will establish Virtually Live as the undisputed pioneer of a new media platform for live entertainment

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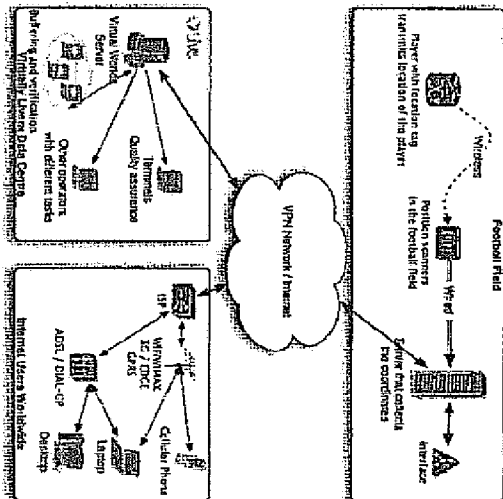
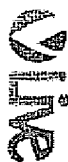
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14 / 17

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## Technical Overview

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## CONTENTS

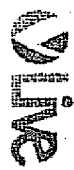
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1. Executive Summary
2. The Opportunity
3. The Scale
4. Capturing the Opportunity
5. Commercial Model

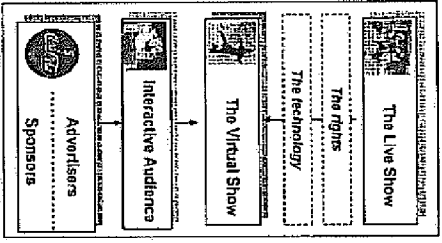
15/17

# THE COMMERCIAL MODEL

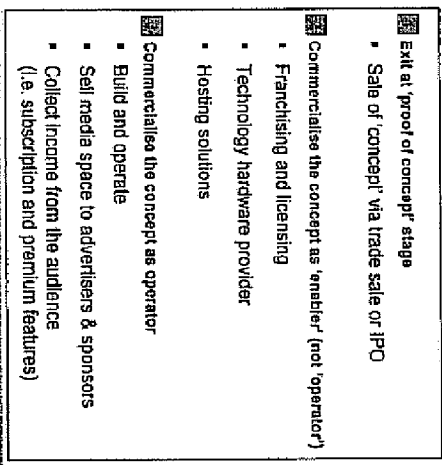


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## The Value Chain

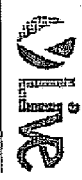


## The Options for Virtually Live



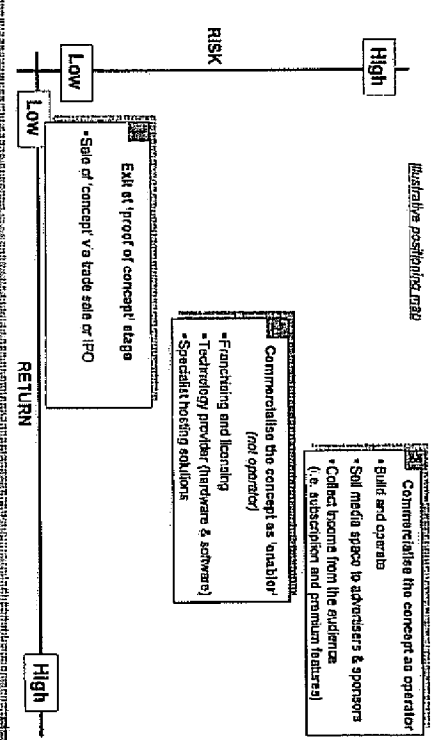
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# THE COMMERCIAL MODEL



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## Relative risk-return of the commercial options

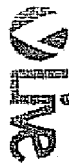


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16/17

## THE COMMERCIAL MODEL

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With millions of viewers per game, multi million Euro media income is achievable, creating a credible business opportunity ...

### Sources of Income

- Principle income streams will be media sales revenue and subscriber fees!



### Scale of Income

- A regular claim on 1% of football fans would represent an audience of 7m fans
- £20 CPM would generate £140,000 per advert (assuming each ad were displayed to all 7m fans)
- With 10 advertisements, this would generate £1.4m

... and a lucrative business case for Virtually Live wherever it resides within the value chain

## THE COMMERCIAL MODEL

STRICTLY CONFIDENTIAL



To bring this opportunity to life we need ....

### Process

- Rights and protection
- Technology design
  - Software
  - Hardware
  - Middleware
- First stage investor commitment
- Investor pack
- Business plan and robust business model
  - Confirm where value will sit within the value chain
  - Confirm consumer appetite (in line with what the technology can achieve)
  - Confirm exclusivity (and affordability) of rights
  - Confirm operating model and marketing plan
  - Confirm capital requirements and income potential
- Proof of concept

### Current status

Process	Current status
• Rights and protection	Green - Underway, Not starting
• Technology design	Technical exploration commenced Legal investigation into media rights underway Legal evaluation of product - private underway
• First stage investor commitment	Strategic partner identified, Terms in discussion Detailed partner identified, Terms in discussion Processes of specification commenced
• Investor pack	Underway
• Business plan and robust business model	
• Proof of concept	Partially completed and process underway

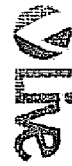


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## CONTACT DETAILS



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IN WITNESS hereof each of White Feather Technologies S.L., Dr. Jamil Nadim El-Imad, Jesús Hormigo and Virtually Live Ltd have signed this Assignment the date and year first above written.

For and on behalf of White Feather Technologies S.L.

Director

Signed:   
Dr. Jamil Nadim El-Imad

in the presence of

WITNESS:

Name:

Address:

RACHEL HENNINGWAY   
30 A Forest Hill Rd SE22 0RR

Signed:

-Jesús Hormigo

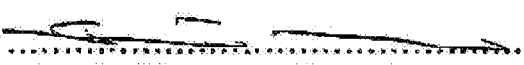
in the presence of

WITNESS:

Name:

Address:

For and on behalf of Virtually Live Ltd.

\*   
Director/Company Secretary  
Jamil El-Imad  
Director

Ref: P22814GB

IN WITNESS hereof each of White Feather Technologies S.L., Dr. Jamil Nadim El-Imad, Jesús Hormigo and Virtually Live Ltd have signed this Assignment the date and year first above written.

For and on behalf of White Feather Technologies S.L.

.....  
Director

Signed: .....  
Dr. Jamil Nadim El-Imad

in the presence of

WITNESS: .....  
Name: ..... Address: .....

.....  
Signed: .....  
Jesús Hormigo

in the presence of

WITNESS: .....  
Name: RACHEL HENINSWAY Address: 30 Forest Hill Rd London  
SE22 0RR

For and on behalf of Virtually Live Ltd.

.....  
Director/Company Secretary

.....  
Director

Ref: P22814GB