

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	Confirmatory Assignment																
CONVEYING PARTY DATA																	
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OP \$280.00 7262783

ATTORNEY DOCKET NUMBER:	20-CONFASGN
NAME OF SUBMITTER:	Louis J. Hoffman
Total Attachments: 2 source=Virtual Iris - PL2-4 - 7-2010 Confirmatory Assignment-Kramer, Rubin to VI#page1.tif source=Virtual Iris - PL2-4 - 7-2010 Confirmatory Assignment-Kramer, Rubin to VI#page2.tif	

CONFIRMATORY ASSIGNMENT OF PATENT RIGHTS

For valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Gary Kramer, residing at 11692 Darlington Ave #102 Los Angeles, California, 90049 ("Assignor"), and Adam Rubin, residing at 500 RANCHO #1532 Miami, FL ("Assignor") (together, the "Assignors"), to confirm the assignment made effective March 3, 2004, with respect to the Patents and Rights described below, and to ensure the completeness of that assignment, hereby sell, assign, and transfer to Virtual Iris Studios, Inc., a California corporation ("Assignee"), the full extent of all right, title, and interest in and to any and all of the following (collectively, the "Rights"):

1. The U.S. patents listed in the table below (the "Patents");

Patent or Application No.	Filing Date	Title
7,262,783	03/03/2004	System for delivering and enabling interactivity with images
7,502,036	10/08/2004	System for delivering and enabling interactivity with images
7,542,050	07/02/2004	System for delivering and enabling interactivity with images
7,616,834	03/02/2005	System for delivering and enabling interactivity with images
7,755,643 (now application S.N. 12/476,179, expected to issue soon)	06/01/2009	System for delivering and enabling interactivity with images

2. All inventions claimed or described in any or all of the Patents (collectively, the "Inventions");
3. All rights with respect to the Inventions, including all U.S. patents or other governmental grants or issuances that may be granted with respect to the Inventions or from any direct or indirect divisionals, continuations, continuations-in-part, or other patent applications claiming priority rights from the Patents ("Potential Patents"), including a U.S. continuation application planned for filing on or before July 13, 2010;
4. All reissues, reexaminations, extensions, or registrations of the Patents or Potential Patents;
5. All non-United States patents, patent applications, and counterparts relating to any or all of the Inventions, the Patents, or Potential Patents, including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances ("Foreign Rights"), and including the right to file foreign applications directly in the name of Assignee, its successors and assigns;
6. The right to claim priority rights deriving from the Patents;
7. All causes of action and remedies related to any or all of the Patents, the Inventions, Potential Patents, or Foreign Rights (including, without limitation, the right to sue for past, present, or future infringement, misappropriation, or violation of rights related to any of the

foregoing and the right to collect royalties and other payments under or on account of any of the foregoing); and

8. Any and all other rights and interests arising out of, in connection with, or in relation to the Patents, the Inventions, Potential Patents, or Foreign Rights.

Assignors will not sign any writing or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives, and assigns deem necessary or desirable to perfect enjoyment of the Rights, conduct proceedings regarding the Rights (including any litigation or interference proceedings), or perfect or defend title to the Rights.

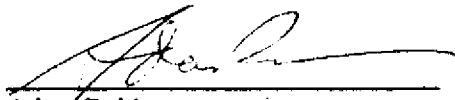
Assignors request the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models, or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives, and assigns and will be binding upon Assignors, their heirs, legal representatives, and assigns.

ASSIGNORS:



Gary Kramer
Date: July 12, 2010



Adam Rubin
Date: July 5, 2010