

## PATENT ASSIGNMENT

Electronic Version v1.1  
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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>Steve Ehlers</td> <td>12/06/2012</td> </tr> <tr> <td>Alan Hocknell</td> <td>12/06/2012</td> </tr> </tbody> </table>		Name	Execution Date	Steve Ehlers	12/06/2012	Alan Hocknell	12/06/2012				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Callaway Golf Company</td> </tr> <tr> <td>Street Address:</td> <td>2180 Rutherford Road</td> </tr> <tr> <td>City:</td> <td>Carlsbad</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>92008</td> </tr> </table>		Name:	Callaway Golf Company	Street Address:	2180 Rutherford Road	City:	Carlsbad	State/Country:	CALIFORNIA	Postal Code:	92008
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CORRESPONDENCE DATA											
<p>Fax Number: 7609305019  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 760-930-8493        Email: MikeCa@callawaygolf.com        Correspondent Name: CALLAWAY GOLF COMPANY        Address Line 1: 2180 RUTHERFORD ROAD        Address Line 4: CARLSBAD, CALIFORNIA 92008-7328</p>											
ATTORNEY DOCKET NUMBER:	PU2975										
NAME OF SUBMITTER:	Michael A. Catania										
<p>Total Attachments: 1        source=PU2975assignment#page1.tif</p>											

CH \$40.00 13707283

**ASSIGNMENT**

WHEREAS, **Steve Ehlers**, residing in Poway, California, a citizen of the United States, and Alan Hocknell, residing in Carlsbad, California, a citizen of the United States, (hereinafter referred to as "ASSIGNOR"), have invented and own a certain invention entitled "System And Method For Shot Tracking", for which U.S. Provisional Application Numbers 61/567582 and 61/567794 have been filed, and for which a U.S. Non-Provisional Patent Application is sought.

WHEREAS, **CALLAWAY GOLF COMPANY**, a corporation organized and existing under and by virtue of the laws of the State of Delaware and having its principal place of business at **2180 Rutherford Road, Carlsbad, California 92008-7328** (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the exclusive right, title and interest in, to and under said invention and in, to and under Letters Patent or similar legal protection to be obtained therefor in the United States of America, its territorial possessions and in any and all countries foreign thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers and sets over unto the said ASSIGNEE, its successors and assigns, the full and exclusive right, title and interest to said invention and to all Letters Patent or similar legal protection, not only in the United States and its territorial possessions, but in all countries foreign thereto, to be obtained for said invention by said application or any continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted, including all priority rights under the International Convention; and ASSIGNOR hereby authorize and requests the Commissioner of Patents and Trademarks to issue said Letters Patent and any legal equivalent thereof to said ASSIGNEE, its successors and assigns, in accordance with this Assignment.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Assignment.


ASSIGNOR further covenants that ASSIGNEE will, upon request of ASSIGNEE, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to ASSIGNOR and will testify as to the same in any interference or legal proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its designated legal representative any and all papers, instruments, declarations or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

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WITNESS my hand at Carlsbad, California, this 6<sup>th</sup> day of December, 2012.

  
Steve Ehlers

WITNESSED:

By:  Date: 12/6/2012

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WITNESS my hand at Carlsbad, California, this \_\_\_\_\_ day of December, 2012.

  
Alan Hocknell

WITNESSED:

By:  Date: 12/06/2012