

## PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2576523

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>PAUL REICHE</td> <td>09/26/2013</td> </tr> <tr> <td>JOBY-ROME OTERO</td> <td>09/25/2013</td> </tr> <tr> <td>CHARLES H. BATSON III</td> <td>09/26/2013</td> </tr> </tbody> </table>		Name	Execution Date	PAUL REICHE	09/26/2013	JOBY-ROME OTERO	09/25/2013	CHARLES H. BATSON III	09/26/2013		
Name	Execution Date										
PAUL REICHE	09/26/2013										
JOBY-ROME OTERO	09/25/2013										
CHARLES H. BATSON III	09/26/2013										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>ACTIVISION PUBLISHING, INC.</td> </tr> <tr> <td>Street Address:</td> <td>3100 OCEAN PARK BLVD.</td> </tr> <tr> <td>City:</td> <td>SANTA MONICA</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>90405</td> </tr> </table>		Name:	ACTIVISION PUBLISHING, INC.	Street Address:	3100 OCEAN PARK BLVD.	City:	SANTA MONICA	State/Country:	CALIFORNIA	Postal Code:	90405
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number:</p> <p>Phone: 949-955-1920</p> <p>Email: kos_docketing@koslaw.com</p> <p><i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i></p> <p>Correspondent Name: KLEIN, O'NEILL &amp; SINGH, LLP</p> <p>Address Line 1: 18200 VON KARMAN AVENUE</p> <p>Address Line 2: SUITE 725</p> <p>Address Line 4: IRVINE, CALIFORNIA 92612</p>											
ATTORNEY DOCKET NUMBER:	1156-078.101										
NAME OF SUBMITTER:	DANIEL M. CAVANAGH										
Signature:	/Daniel M. Cavanagh/										

Date:

10/14/2013

**Total Attachments: 4**

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**ASSIGNMENT**

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, We, **Paul Reiche** of Novato, California; **Joby-Rome Otero** of Santa Monica, California and **Charles H. Batson III** of Novato, California (hereinafter referred to as "Assignor") have sold, assigned, transferred and set over and hereby sell, assign, transfer and set over to **Activision Publishing, Inc.**, a corporation organized and existing under and by the virtue of the laws of the State of Delaware and having a place of business at 3100 Ocean Park Blvd., Santa Monica, CA 90405, and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the invention and improvements which are the subject of an application for United States Patent filed on **May 17, 2011** with Serial Number **13/109,896**, entitled **COLLECTION OF MARKETING INFORMATION DEVELOPED DURING VIDEO GAME PLAY**, and related applications and patents, this assignment including said application, any and all United States and foreign patents granted for any of said inventions or improvements, including all divisions, continuations, reissues, reexaminations, continuations-in-part and extensions thereof, including the right to sue or otherwise bring action and to collect and receive damages therefrom for past infringement thereof, and the right to claim priority based on the filing date of said application and based on the filing date of any provisional application of which said application claims the benefit under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and I authorize the Assignee to apply in all countries in my name or in its own name for patents and like rights of exclusion and for inventor's certificates for said inventions and improvements; and I agree for myself and my heirs, legal representatives and assigns, without further compensation, upon request to perform such lawful acts, to promptly provide Assignee with all pertinent facts and documents relating to said invention or application as may be known and accessible to me, to testify in any interference or litigation related to said invention or application and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this Assignment.

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

WITNESS my hand this 26 day of September, 2013.



Paul Reiche

STATE OF \_\_\_\_\_ )  
COUNTY OF \_\_\_\_\_ )

On \_\_\_\_\_ before me, \_\_\_\_\_, personally appeared **Paul Reiche** proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
Notary Public in and for said County and State

WITNESS my hand this 25th day of September, 2013.

*Joly-Romelle*

Joby-Rome Otero

STATE OF \_\_\_\_\_ )  
 )  
COUNTY OF \_\_\_\_\_ )

On \_\_\_\_\_ before me, \_\_\_\_\_, personally appeared **Joby-Rome Otero** proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Notary Public in and for said County and State

WITNESS my hand this 26<sup>th</sup> day of September, 2013.

Ch H. Batson III  
Charles H. Batson III

STATE OF \_\_\_\_\_ )  
COUNTY OF \_\_\_\_\_ )

On \_\_\_\_\_ before me, \_\_\_\_\_, personally appeared **Charles H. Batson III** proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

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Notary Public in and for said County and  
State