

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2860982

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| GLEN VAN DATTA | 12/19/2005 |
| GARY ZALEWSKI | 12/12/2005 |
| RECEIVING PARTY DATA | |
| Name: | SONY COMPUTER ENTERTAINMENT AMERICA INC. |
| Street Address: | 919 E. HILLSDALE BLVD. |
| Internal Address: | SECOND FLOOR |
| City: | FOSTER CITY |
| State/Country: | CALIFORNIA |
| Postal Code: | 94404 |
| PROPERTY NUMBERS Total: 2 | |
| Property Type | Number |
| Application Number: | 13857080 |
| Application Number: | 13857082 |
| CORRESPONDENCE DATA | |
| Fax Number: | (650)391-1395 |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | |
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| Email: | ipdockets@lrrlaw.com |
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| Address Line 2: | 6TH FLOOR |
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| ATTORNEY DOCKET NUMBER: | SCEA-05021COA |
| NAME OF SUBMITTER: | ADRIENA M. GARCIA |
| SIGNATURE: | /Adriena M. Garcia/ |
| DATE SIGNED: | 05/19/2014 |
| Total Attachments: 2 | |
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| source=SCEA-05021_Assignment#page2.tif | |

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, we, the undersigned, Glen van Datta and Gary Zalewski, do hereby sell, assign, and transfer to Sony Computer Entertainment America Inc., a corporation with offices at 919 East Hillsdale Boulevard, Second Floor, Foster City, CA 94404 ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title and interest for the United States and all foreign countries, in and to any and all improvements which are disclosed in United States patent application 11/240,655 filed September 30, 2005 and entitled Targeted Advertising and in and to said application and all utility, divisional, continuing, substitute, renewal, reissue, and all other patent applications which have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States patent application; and

Agree that said Assignee may apply for and receive patents for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns and legal representatives; and

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Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Date:

12/19/05

Name:

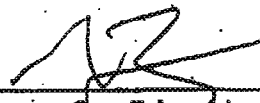


Glen van Datta

Date:

12/12/05

Name:



Gary Zalewski

PATENT

RECORDED: 12/22/2005
RECORDED: 05/19/2014

REEL: 016926 FRAME: 0066
REEL: 032923 FRAME: 0613