

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT2964459

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	MATAHARI STUDIOS PTY LTD	07/01/2014
RECEIVING PARTY DATA		
Name:	EMBED SINGAPORE PTE LTD	
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State/Country:	SINGAPORE	
Postal Code:	609927	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Patent Number:	7887413
CORRESPONDENCE DATA		
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NAME OF SUBMITTER:	THOMAS J. MEANEY	
SIGNATURE:	/Thomas J. Meaney/	
DATE SIGNED:	08/01/2014	
Total Attachments: 2		
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PATENT ASSIGNMENT

This Patent Assignment ("Assignment"), is made by and between Matahari Studios Pty Ltd ("Assignor"), an Australian proprietary limited company, and Embed Singapore Pte Ltd ("Assignee"), a Singapore private limited company.

WHEREAS, Assignor currently own all right, title, and interest to the AMUSEMENT GAME, set forth in the Letters Patent of the United States of U.S. Patent Number 7,887,413, filed on 8 November 2006, as U.S. application number 11/595,254 (the "Patent"); and

WHEREAS, Assignee is desirous of acquiring the entire right, title, and interest in and to said invention and said Patent and in an to any Letters Patent of the United States to be obtained thereon; and

WHEREAS, the parties wish to memorialize the transfer of the Patent from Assignor to Assignee;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignor does hereby assign to Assignee all of the right, title and interest of Assignor, including all rights of priority, in and to the Patent, as well as in and to all Letters Patent which may be granted from divisions, reissues, substitutions, continuations, continuations-in-part, reexaminations, foreign counterparts and extensions thereof claiming priority to the underlying Patent, together with (i) the assignment of all future patents on technologies that arise out of or are related in any way to the Patent and (ii) any rights of Assignor to sue for and recover any profits, penalties, expenses and other damages arising out of or related to any past, present and/or future infringement of the Patent.

2. Assignor further agrees that, upon request by Assignee, Assignor shall execute and deliver such documents and instruments and perform such other acts as may be reasonably required in order to vest all of Assignor's right, title and interest in and to the Patent in Assignee, including the delivery to Assignee of any relevant evidence in Assignor's possession or control that may be reasonably required to support the foregoing.

3. This Assignment shall be governed by the laws of the State of Texas (other than its rules of conflicts of law to the extent that the applications of the laws of another jurisdiction would be required thereby).

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IN WITNESS WHEREOF, the parties have caused this Assignment to be executed below, on the date indicated, by a duly authorized officer thereof.

Dated: July 1, 2014

For and on behalf of: MATAHARI STUDIOS PTY LTD

Signature:



Kee Chong Ching

Title:

Director

Dated: July 1, 2014

For and on behalf of: EMBED SINGAPORE PTE LTD

Signature:



Harrie Theo Sanders

Title:

Director

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