

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT3682870

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
PVI VIRTUAL MEDIA SERVICES, LLC	12/10/2010
RECEIVING PARTY DATA	
Name:	ESPN TECHNOLOGY SERVICES, INC.
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City:	BRISTOL
State/Country:	CONNECTICUT
Postal Code:	06010
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14041996
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NAME OF SUBMITTER:	MICHAEL J. MARCIN
SIGNATURE:	/Michael J. Marcin/
DATE SIGNED:	01/06/2016
Total Attachments: 15	
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PATENT ASSIGNMENT

This Patent Assignment dated as of December 10, 2010 (this "Assignment"), is made by PVI Virtual Media Services, LLC, a Delaware limited liability company ("Seller") in favor of ESPN Technology Services, Inc., a Delaware corporation ("Buyer"). Capitalized terms used but not defined herein have the meanings assigned to them in the Asset Purchase Agreement dated as of the date of this Agreement (the "Purchase Agreement") among Seller, Buyer and, solely with respect to Article VII of the Purchase Agreement, CSC Holdings, LLC, a Delaware limited liability company, and ESPN, Inc., a Delaware corporation.

Pursuant to the Purchase Agreement, Seller has, among other things, agreed to grant all of its right, title and interest in and to the patents and applications (including all provisional applications from which a claim of priority can be made) listed in the first column on Schedule I attached hereto (the "Patents") to Buyer.

The parties wish to execute this Assignment for purposes of transferring the Patents pursuant to the Purchase Agreement and filing this Assignment with the United States Patent and Trademark Office, and any other applicable patent offices outside of the United States, as may be necessary to effectuate the assignment and transfer of the Patents to Buyer.

In consideration and in exchange for the sum of \$1.00 paid in hand to Seller by Buyer, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Seller hereby agrees as follows:


1. Seller hereby assigns, transfers, conveys and delivers to Buyer all of its right, title and interest throughout the world in and to each of the Patents, including all inventions described therein, all continuations, continuations-in-part, reissues and divisions of any of the Patents, and together with all claims for past and future damages by reason of infringement of same, with the right to sue for past and future damages.

2. Seller hereby acknowledges and agrees that from and after the date hereof, Buyer shall be the exclusive owner of the Patents.

[The next page is the signature page]

IN WITNESS WHEREOF, PVI Virtual Media Services, LLC has caused this Assignment to be duly authorized and executed as of the date hereof.

PVI VIRTUAL MEDIA SERVICES, LLC

By: 
Name: Michael Dipasquale
Title: Executive Vice President

STATE OF New York)
:SS.:
COUNTY OF New York)

On this 1st day of December, 2010 before me personally came Michael Dipasquale, to me known to be the person who signed the foregoing instrument and who being duly sworn by me did depose and state that he is a representative of PVI Virtual Media Services, LLC; he signed the instrument in the name of PVI Virtual Media Services, LLC; and he had the authority to sign the instrument on behalf of PVI Virtual Media Services, LLC.



Notary Public

SUSAN R. SANTIAGO
Notary Public, State of New York
No. 02064768881
Queens, L. Richmond County
County filed in New York County
Expires on December 31, 2014

[Signature Page - Patent Assignment]

Acknowledged:

ESPN TECHNOLOGY SERVICES, INC.

By: 
Name: ANTHONY J. BAILEY
Title: VICE PRESIDENT EMERGING TECHNOLOGYS

STATE OF Connecticut
:ss.: Bristol
COUNTY OF Hartford)

Anthony Bailey On this 13th day of December 2010 before me personally came to me known to be the person who signed the foregoing instrument and who being duly sworn by me did depose and state that [s/he] is a representative of ESPN Technology Services, Inc.; [s/he] signed the instrument in the name of ESPN Technology Services, Inc.; and [s/he] had the authority to sign the instrument on behalf of ESPN Technology Services, Inc.


Notary Public

Commissioner of the
Superior Court

SCHEDULE 1

Patents and Related Applications

Registration Number	Jurisdiction	Patent	Registration Date
60/000,279 (Provisional Application)	US	System and Method for Inserting Static and Dynamic Images Into a Live Video Broadcast	June 16, 1995 (Filed)
5,892,554 (Patent)	US	System and Method for Inserting Static and Dynamic Images Into a Live Video Broadcast	April 6, 1999 (Issued)
PCT/US96/10163 (International Application)	PCT	System and Method for Inserting Static and Dynamic Images Into a Live Video Broadcast	June 12, 1996 (Filed)
60/000,279 (Provisional Application)	US	System and Method for Inserting Static and Dynamic Images Into a Live Video Broadcast	June 16, 1995 (Filed)
5,808,695 (Patent)	US	Method of Tracking Scene Motion for Live Video Insertion System	September 15, 1998 (Issued)
PCT/US96/10164 (International Application)	PCT	Method of Tracking Scene Motion for Live Video Insertion System	June 12, 1996 (Filed)
PCT/US94/08863 (International Application)	PCT	System and Method for Downstream Application and Control of Electronic Billboard System	August 4, 1994 (Filed)
687086 (Patent)	Australia	System and Method for Downstream Application and Control of Electronic Billboard System	June 4, 1998 (Issued)
2,175,038 (Patent)	Canada	System and Method for Downstream Application and Control of Electronic Billboard System	June 22, 2004 (Issued)

Registration Number	Jurisdiction	Patent	Registration Date
0746942 (Patent)	France	System and Method for Downstream Application and Control of Electronic Billboard System	April 1, 1998 (Issued)
69409407.2-08 (Patent)	Germany	System and Method for Downstream Application and Control of Electronic Billboard System	April 1, 1998 (Issued)
0746942 (Patent)	Europe	System and Method for Downstream Application and Control of Electronic Billboard System	April 1, 1998 (Issued)
10-0354055 (Patent)	Korea	System and Method for Downstream Application and Control of Electronic Billboard System	September 11, 2002 (Issued)
2144279 (Patent)	Russian Federation	System and Method for Downstream Application and Control of Electronic Billboard System	January 10, 2000 (Issued)
50533 (Patent)	Singapore	System and Method for Downstream Application and Control of Electronic Billboard System	March 28, 2002 (Issued)
0746942 (Patent)	Spain	System and Method for Downstream Application and Control of Electronic Billboard System	April 1, 1998 (Issued)
0746942 (Patent)	UK	System and Method for Downstream Application and Control of Electronic Billboard System	April 1, 1998 (Issued)

Registration Number	Jurisdiction	Patent	Registration Date
5,543,856 (Patent)	US	System and Method for Downstream Application and Control of Electronic Billboard System	August 6, 1996 (Issued)
698648 (Patent)	Australia	System and Method for Downstream Application and Control of Electronic Billboard System	February 20, 1998 (Issued)
0792068 (Patent)	Europe	System and Method for Downstream Application and Control of Electronic Billboard System	November 3, 1999 (Issued)
0792068 (Patent)	France	System and Method for Downstream Application and Control of Electronic Billboard System	November 3, 1999 (Issued)
69421554.6-08 (Patent)	Germany	System and Method for Downstream Application and Control of Electronic Billboard System	November 3, 1999 (Issued)
0792068 (Patent)	Spain	System and Method for Downstream Application and Control of Electronic Billboard System	November 3, 1999 (Issued)
0792068 (Patent)	UK	System and Method for Downstream Application and Control of Electronic Billboard System	November 3, 1999 (Issued)
5,953,076 (Patent)	US	System and Method of Real Time Insertions Into Video Using Adaptive Occlusion With A Synthetic Reference Image	September 14, 1999 (Issued)

Registration Number	Jurisdiction	Patent	Registration Date
PCT/US96/10166 (International Application)	PCT	System and Method of Real Time Insertions Into Video Using Adaptive Occlusion With A Synthetic Reference Image	June 12, 1996 (Filed)
0796541 (Patent)	France	System and Method of Real Time Insertions Into Video Using Adaptive Occlusion With A Synthetic Reference Image	May 19, 1999 (Issued)
0796541 (Patent)	Europe	System and Method of Real Time Insertions Into Video Using Adaptive Occlusion With A Synthetic Reference Image	May 19, 1999 (Issued)
69602515.9-08	Germany	System and Method of Real Time Insertions Into Video Using Adaptive Occlusion With A Synthetic Reference Image	May 19, 1999 (Issued)
0796541 (Patent)	UK	System and Method of Real Time Insertions Into Video Using Adaptive Occlusion With A Synthetic Reference Image	May 19, 1999 (Issued)
60/038,143 (Provisional Application)	US	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	November 27, 1996 (Filed)
6,100,925 (Patent)	US	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 8, 2000 (Issued)

Registration Number	Jurisdiction	Patent	Registration Date
PCT/US97/21607 (International Application)	PCT	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	November 25, 1997 (Filed)
0943211 (Patent)	Europe	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
0943211 (Patent)	Austria	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
0943211 (Patent)	Belgium	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
0943211 (Patent)	Switzerland	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
69738908.1 (Patent)	Germany	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
0943211 (Patent)	Denmark	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
0943211 (Patent)	Spain	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)

Registration Number	Jurisdiction	Patent	Registration Date
0943211 (Patent)	Finland	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
0943211 (Patent)	France	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
0943211 (Patent)	Great Britain	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
0943211 (Patent)	Greece	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
0943211 (Patent)	Ireland	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
0943211 (Patent)	Italy	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
10-524821 (Application)	Japan	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	November 25, 1997 (Filed)
0943211 (Patent)	Luxembourg	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)

Registration Number	Jurisdiction	Patent	Registration Date
0943211 (Patent)	Monaco	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
0943211 (Patent)	Netherlands	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
0943211 (Patent)	Portugal	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
0943211 (Patent)	Sweden	Image Insertion in Video Streams Using a Combination of Physical Sensors and Pattern Recognition	August 13, 2008 (Issued)
60/034,517 (Provisional Application)	US	Set Top Device For Enhanced Targeted Electronic Insertion of Indicia Into Video	December 20, 1996
6,446,261 (Patent)	US	Set Top Device For Enhanced Targeted Electronic Insertion of Indicia Into Video	September 3, 2002 (Issued)
PCT/US97/23396 (International Application)	PCT	Set Top Device For Enhanced Targeted Electronic Insertion of Indicia Into Video	December 17, 1997 (Filed)
0947096 (Patent)	Europe	Set Top Device For Enhanced Targeted Electronic Insertion of Indicia Into Video	August 28, 2002 (Issued)
0947096 (Patent)	France	Set Top Device For Enhanced Targeted Electronic Insertion of Indicia Into Video	August 28, 2002 (Issued)

Registration Number	Jurisdiction	Patent	Registration Date
0947096 (Patent)	Germany	Set Top Device For Enhanced Targeted Electronic Insertion of Indicia Into Video	August 28, 2002 (Issued)
0947096 (Patent)	Italy	Set Top Device For Enhanced Targeted Electronic Insertion of Indicia Into Video	August 28, 2002 (Issued)
4044965 (Patent)	Japan	Set Top Device For Enhanced Targeted Electronic Insertion of Indicia Into Video	November 22, 2007 (Issued)
223718 (Patent)	Mexico	Set Top Device For Enhanced Targeted Electronic Insertion of Indicia Into Video	September 24, 2004 (Issued)
0947096 (Patent)	Spain	Set Top Device For Enhanced Targeted Electronic Insertion of Indicia Into Video	August 28, 2002 (Issued)
0947096 (Patent)	UK	Set Top Device For Enhanced Targeted Electronic Insertion of Indicia Into Video	August 28, 2002 (Issued)
6,529,613 (Patent)	US	Motion Tracker Using Image-Texture Templates	March 4, 2003
6,741,725 (Patent) (Continuation of U.S. Pat. No. 6,529,613)	US	Motion Tracker Using Image-Texture Templates	May 25, 2004 (Issued)
PCT/US97/21608 (International Application)	PCT	Motion Tracker Using Image-Texture Templates	November 26, 2007 (Filed)
97949613.0 (Application)	Europe	Motion Tracker Using Image-Texture Templates	November 26, 2007 (Filed)
10-524822 (Application)	Japan	Motion Tracker Using Image-Texture Templates	November 27, 2007 (Filed)
60/016,419 (Provisional Application)	US	Audio-Enhanced Electronic Insertion of Indicia Into Video	April 29, 1996

Registration Number	Jurisdiction	Patent	Registration Date
6,184,937 (Patent)	US	Audio-Enhanced Electronic Insertion of Indicia Into Video	February 6, 2001 (Issued)
PCT/US97/04083 (International Application)	PCT	Audio-Enhanced Electronic Insertion of Indicia Into Video	March 14, 1997 (Filed)
09-538866 (Application)	Japan	Audio-Enhanced Electronic Insertion of Indicia Into Video	March 14, 1997 (Filed)
6,750,919 (Patent)	US	Event Linked Insertion of Indicia Into Video	June 15, 2004 (Issued)
PCT/US99/01399 (International Application)	PCT	Event Linked Insertion of Indicia Into Video	January 22, 1999 (Filed)
4189900 (Patent)	Japan	Event Linked Insertion of Indicia Into Video	September 26, 2008 (Issued)
60/115,666 (Provisional Application)	US	Method and Apparatus to Enable Viewers to Interact With All or Part of a Video Stream	January 13, 1999
5,627,915 (Patent)	US	Live Video Insertion System	May 6, 1997 (Issued)
PCT/US96/01125 (International Application)	PCT	Live Video Insertion System	January 23, 1996 (Filed)
7,015,978 (Patent)	US	System and Method for Real Time Insertion Into Video With Occlusion on Areas Containing Multiple Colors	March 21, 2006 (Issued)
7,139,034 (Patent)	US	Positioning of a Cursor Associated With a Dynamic Background	November 21, 2006 (Issued)
7,193,645 (Patent)	US	Video System and Method of Operating a Video System	March 20, 2007 (Issued)

Other Patent Applications

Appl. No.	Title	Filing Date	Provisional	PCT
12/403,857	MULTIPLE OBJECT TRACKING AND TEAM IDENTIFICATION FOR GAME STRATEGY ANALYSIS	13-Mar-2009	61/079,203 9-Jul-2008	US09/53996 17-Aug-2009
12/424,056	PREPROCESSING VIDEO TO INSERT VISUAL ELEMENTS AND APPLICATIONS THEREOF	15-Apr-2009	61/045,211 15-Apr-2008	US2009/002340 15-Apr-2009
12/490,026	SYSTEM AND METHOD FOR ANALYZING DATA FROM ATHLETIC EVENTS	23-Jun-2009	61/084,555 27-Jul-2008	US09/04381 29-Jul-2009
12/507,708	VIEW POINT REPRESENTATION FOR OBJECTS IN SPORTING EVENTS	22-Jul-2009	61/080,040 23-Jul-2008	US09/04266 23-Jul-2009
12/541,037	INTERACTIVE VIDEO INSERTIONS AND ENHANCEMENTS	18-Aug-2009	61/091,068 22-Aug-2008	US09/54517 20-Aug-2009
12/561,105	HYPERLINKED 3D VIDEO INSERTS FOR INTERACTIVE TELEVISION	16-Sep-2009		US2010/046630 25-Aug-2010

Appl. No.	Title	Filing Date	Provisional	PCT
12/659,628	SCENE RECOGNITION METHODS FOR VIRTUAL INSERTIONS	15-Mar-2010	61/160,117 13-Mar-2009	
12/750,319	BACKPROPAGATING A VIRTUAL CAMERA TO PREVENT DELAYED VIRTUAL INSERTION	30-Mar-2010	61/165,370 30-Mar-2009	
12/813,230	IN-PROGRAM TRIGGER OF INTERACTIVE VIDEO CONTENT	10-Jun-2010	61/186,264 11- Jun-2009	
12/833,541	SYSTEMS AND METHODS FOR TRACKING OBJECTS UNDER OCCLUSION	9-Jul-2010	61/285,099 12-Dec-2009	
12/834,069	PLAY SEQUENCE VISUALIZATION AND ANALYSIS	12-Jul-2010	61/226,933 22-Jul-2009	US2010/042464 19-Jul-2010
12/879,482	VIRTUAL INSERTIONS IN 3D VIDEO	10-Sep-2010	61/241,687 11-Sep-2009	US2010/048427 10-Sep-2010
12/909,508	KEY GENERATION THROUGH SPATIAL DETECTION OF DYNAMIC OBJECTS	21-Oct-2010	61/253,742 21-Oct-2009	US2010/05367 21-Oct-2010
12/907,607	OBJECT-TRAILING-BASED ANALYSIS & CONTROL OF VIDEO FROM A MOVING CAMERA	19-Oct-2010	61/253,780 21-Oct-2009	US2010/053375 20-Oct-2010

Appl. No.	Title	Filing Date	Provisional	PCT
12/950,525	LENS DISTORTION METHOD FOR BROADCAST VIDEO	19-Nov-2010	61/263,346 21-Nov-2009	

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