

PATENT ASSIGNMENT COVER SHEET

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| RILEY R. RUSSELL | 12/01/2008 |
| GARY M. ZALEWSKI | 12/02/2008 |
| GLEN VAN DATTA | 11/17/2008 |
| 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: | 94404-2175 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 14691404 |
| CORRESPONDENCE DATA | |
| Fax Number: | (415)248-2101 |
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| ATTORNEY DOCKET NUMBER: | SCEA-06001COB |
| NAME OF SUBMITTER: | EILEEN BOWEN |
| SIGNATURE: | /Eileen Bowen/ |
| DATE SIGNED: | 04/11/2018 |
| Total Attachments: 2 | |
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| source=SCEA-06001COB_Inventor_to_SCEA_Assignment 04-10-18#page2.tif | |

Docket No: PA3604US / SCEA06001US01

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ASSIGNMENT

THIS ASSIGNMENT, by Riley R. Russell, Glen van Datta and Gary M. Zalewski (hereinafter referred to as the Assignors), respectively witnesseth:

WHEREAS, said Assignors have invented certain new and useful improvements, which are described in an application for Letters Patent entitled Advertisement Rotation and having application number 12/190,323 and a filing date of August 12, 2008.

WHEREAS Sony Computer Entertainment America Inc. (hereinafter referred to as the Assignee), a body having corporate powers under the laws of the State of Delaware and having a principal place of business at 919 E. Hillsdale Boulevard, Second Floor, Foster City, California 94404-2175, is desirous of obtaining the entire right, title and interest in and to said inventions and said application for Letters Patent, and in and to any Letters Patent, United States or foreign, to be obtained therefore and thereon, and to any and all improvements which are disclosed in said application for Letters Patent

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged:


1. The Assignors have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over unto said Assignee, the entire right, title and interest in, to and under said inventions; said application for Letters Patent; any Letters Patent which may be granted for said inventions in the United States of America and any foreign country; any division, continuation, and continuation-in-part of said application; any reissue or extension of said Letters Patent; and all rights under the International Convention for the Protection of Industrial Property; said right, title and interest to be held and enjoyed by said Assignee for its own use and behoove to the full end of the term for which Letters Patent may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignor, had this sale and assignment not been made.
2. Said Assignors hereby jointly and severally warrant and represent that, at the time of execution and delivery of these presents, said Assignors are the lawful owners of the entire right, title and interest in and to said inventions and said application for Letters Patent, and that the same has not entered into any assignment, contract or understanding in conflict herewith.
3. Said Assignors hereby covenant and agree to assist and cooperate with said Assignee, whereby said Assignee may enjoy to the fullest extent said right, title and interest herein conveyed, provided, however, that the entire expense which may be incurred by said Assignors in lending such assistance and cooperation be paid by Assignee. Such cooperation shall include: (a) prompt execution of all papers (prepared at the expense of Assignee) which are deemed necessary or desirable by Assignee to perfect said right, title and interest herein conveyed. (b) prompt execution of all petitions, oaths, specifications, declarations and other papers (prepared at the expense of Assignee) which are deemed necessary or desirable by Assignee for filing or prosecuting in the United States or any foreign country said application, any application which is a division, continuation, or continuation-in-part of said application, any reissue application for any Letters Patent granted on said application, or for any interference proceeding involving said application or Letters Patent granted thereon; and (c) prompt assistance and cooperation in the prosecution of all legal proceedings involving said inventions, said application, or Letters Patent granted thereon, including oppositions, cancellation proceedings, priority contests, public use proceedings and court actions.
4. The terms, covenants and conditions of this Assignment shall inure to the benefit of said Assignee, its successors, assigns and/or other legal representatives, and shall be binding upon said Assignors, their heirs, legal representatives and assigns.
5. Said Assignors hereby request the Commissioner of Patents and Trademarks to issue said Letters Patent of the United States to said Assignee as the assignee of said inventions.

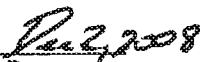
IN WITNESS WHEREOF said Assignors have executed and delivered this instrument on the date noted below.


RILEY R. RUSSELL


Date GLEN VAN DATTA

Date


GARY M. ZALEWSKI


Date

ASSIGNMENT

THIS ASSIGNMENT, by Riley R. Russell, Glen van Datta and Gary M. Zalewski (hereinafter referred to as the Assignors), respectively witnesseth:

WHEREAS, said Assignors have invented certain new and useful improvements, which are described in an application for Letters Patent entitled Advertisement Rotation and having application number 12/190,323 and a filing date of August 12, 2008.

WHEREAS Sony Computer Entertainment America Inc. (hereinafter referred to as the Assignee), a body having corporate powers under the laws of the State of Delaware and having a principal place of business at 919 E. Hillsdale Boulevard, Second Floor, Foster City, California 94404-2178, is desirous of obtaining the entire right, title and interest in and to said inventions and said application for Letters Patent, and in and to any Letters Patent, United States or foreign, to be obtained therefore and thereon, and to any and all improvements which are disclosed in said application for Letters Patent

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged:

1. The Assignors have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over unto said Assignee, the entire right, title and interest in, to and under said inventions; said application for Letters Patent; any Letters Patent which may be granted for said inventions in the United States of America and any foreign country; any division, continuation, and continuation-in-part of said application; any reissue or extension of said Letters Patent; and all rights under the International Convention for the Protection of Industrial Property; said right, title and interest to be held and enjoyed by said Assignee for its own use and behoove to the full end of the term for which Letters Patent may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignor, had this sale and assignment not been made.
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IN WITNESS WHEREOF said Assignors have executed and delivered this instrument on the date noted below.

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RILEY R. RUSSELL

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Date


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GLEN VAN DATTA

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11/17/08
Date

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GARY M. ZALEWSKI

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Date

PATENT