# 505710191 10/07/2019

# PATENT ASSIGNMENT COVER SHEET

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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.	
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Internal Address:	SECOND FLOOR	
City:	FOSTER CITY	
State/Country:	CALIFORNIA	
Postal Code:	94404	

## **PROPERTY NUMBERS Total: 1**

Property Type	Number
Application Number:	16594354

## **CORRESPONDENCE DATA**

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NAME OF SUBMITTER:	CHERI HOULE	
SIGNATURE:	/Cheri Houle/	
DATE SIGNED:	10/07/2019	

**Total Attachments: 2** 

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PATENT 505710191 REEL: 050640 FRAME: 0860

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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 11/241,229 filed September 30, 2005 and entitled Advertising Impression Determination 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:

VZ/12/05

Name:

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