

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Princeton Video Image, Inc.		08/19/2003	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	PVI Virtual Media Services, LLC		
Street Address:	15 Princess Road		
City:	Lawrenceville		
State/Country:	NEW JERSEY		
Postal Code:	08646		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2538443	L-VIS	
Registration Number:	2498563	C-TRAK	
CORRESPONDENCE DATA			
Fax Number:	(415)369-9665		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4153699660		
Email:	gbaron@vierramagen.com		
Correspondent Name:	Burt Magen		
Address Line 1:	575 Market Street, Suite 2500		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	SPTV-01142US0		
NAME OF SUBMITTER:	Burt Magen		
Signature:	/Burt Magen/		
Date:	02/03/2011		

CH \$65.00 2538443

900183067

TRADEMARK
 REEL: 004466 FRAME: 0912

Total Attachments: 13

source=Assignment-Princeton Video to PVI Virtual Media#page1.tif
source=Assignment-Princeton Video to PVI Virtual Media#page2.tif
source=Assignment-Princeton Video to PVI Virtual Media#page3.tif
source=Assignment-Princeton Video to PVI Virtual Media#page4.tif
source=Assignment-Princeton Video to PVI Virtual Media#page5.tif
source=Assignment-Princeton Video to PVI Virtual Media#page6.tif
source=Assignment-Princeton Video to PVI Virtual Media#page7.tif
source=Assignment-Princeton Video to PVI Virtual Media#page8.tif
source=Assignment-Princeton Video to PVI Virtual Media#page9.tif
source=Assignment-Princeton Video to PVI Virtual Media#page10.tif
source=Assignment-Princeton Video to PVI Virtual Media#page11.tif
source=Assignment-Princeton Video to PVI Virtual Media#page12.tif
source=Assignment-Princeton Video to PVI Virtual Media#page13.tif

Execution

ASSIGNMENT OF PATENTS, TRADEMARKS AND INVENTIONS

WHEREAS, Princeton Video Image, Inc., a Delaware corporation ("ASSIGNOR") having its principal place of business at 15 Princess Road, Lawrenceville, New Jersey 08646, is listed of record with the United States Patent and Trademark Office as the assignee and owner of the entire right, title and interest in and to the United States Letters Patents and applications for United States Letters Patents identified on Schedule A attached hereto ("PATENTS") and of the inventions thereof ("INVENTIONS"), and the Trademarks identified on Schedule A attached hereto ("MARKS"), together with the right to sue for past infringements; and

WHEREAS, pursuant to that certain Asset Purchase Agreement dated May 29, 2003, as amended by Amendment No. 1 to Asset Purchase Agreement, dated as of July 29, 2003 ("AGREEMENT"), ASSIGNOR has agreed to assign all of the right, title and interest in and to the PATENTS, INVENTIONS and MARKS to PVI Virtual Media Services, LLC, a Delaware limited liability company having its principal place of business at 15 Princess Road, Lawrenceville, New Jersey 08646 ("ASSIGNEE");

NOW THEREFORE, in consideration of the terms and conditions agreed to in the AGREEMENT, and other good and valuable consideration, the receipt of which is hereby acknowledged:

1. ASSIGNOR, pursuant to the AGREEMENT does hereby assign, transfer and set over, unto ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the PATENTS and all reissues, reexaminations and extensions thereof, and all applications for patent filed in any country or countries foreign to the United States claiming the priority of the applications from which the PATENTS issued, and all patents that have been or may be granted for the INVENTIONS in any country or countries foreign to the United States and all extensions, renewals and reissues thereof, and the entire, right, title and interest in, to and under the MARKS and all registrations, application and renewals thereof and all of the goodwill of the business associated therewith, and all applications and registrations filed in any country or countries foreign to the United States claiming the priority of the applications from which the MARKS issued, and all MARKS that have been or may be issued in any country or countries foreign to the United States and all registrations, applications and renewals thereof and all of the goodwill of the business associated therewith, as well as all registrations and applications and other rights, including common law rights, ASSIGNOR may have in any country or countries foreign to the United States.

2. ASSIGNOR, pursuant to the AGREEMENT, does hereby further sell, assign, transfer and set over, unto ASSIGNEE, its successors, legal representatives and assigns, all of its right, title and interest, if any, in and to all income, royalties, damages and payments now or hereafter due or payable in respect to the PATENTS or MARKS and claims for damages

by reason of past infringement of the PATENTS or MARKS, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives.

3. ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States whose duty it is to issue patents and trademarks on applications as aforesaid, to record the PATENTS and MARKS as the property of ASSIGNEE, its successors, legal representatives and assigns, and to issue all Patents for the INVENTIONS to ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

4. ASSIGNOR HEREBY covenants that it has full right to convey its entire interest herein assigned, and that it has not executed and will not execute, any agreement in conflict herewith.

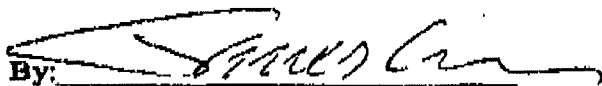
5. ASSIGNOR HEREBY further covenants and agrees on behalf of itself, its successors, legal representatives and assigns that it will communicate to ASSIGNEE, its successors, legal representatives and assigns, any facts known to it respecting the INVENTIONS, PATENTS, and MARKS in the United States and elsewhere, cooperate in any legal proceeding relating to the PATENTS, MARKS or INVENTIONS, sign all lawful papers, execute all divisional, continuation, continuation-in-part and reissue applications, make all rightful oaths, and generally do everything appropriate to aid ASSIGNEE to obtain and enforce proper patent and trademark protection for the INVENTIONS, PATENTS and MARKS in all countries.

6. This Agreement is made subject to the prior rights, if any, of Cablevision Systems Corporation and its subsidiaries and Presencia en Medios, S.A. de C.V.

[SIGNATURES APPEAR ON NEXT PAGE]

IN WITNESS WHEREOF, ASSIGNOR has executed this Assignment of Patents
this 19th day of August, 2003.

PRINCETON VIDEO IMAGE, INC.

By: 

Name: James Green

Title: President and COO

[Signature Page to Assignment of Patents, Trademarks and Inventions]

SCHEDULE A
ASSIGNED PATENTS, PATENT APPLICATIONS AND TRADEMARKS

U.S. Patents.

Patent No. 5,264,933, titled "Television displays having selected inserted indicia," which relates to basic pattern recognition video insertion technology, was issued on November 23, 1993, will expire on January 28, 2012 and was assigned to the Company on January 22, 1992.

Patent No. 5,543,856, which relates to the use of remote insertion of images that might be useful in a narrow casting application, was issued on August 6, 1996, will expire on October 27, 2013 and was assigned to the Company on October 22, 1993.

Patent No. 5,627,915, which relates to a pattern recognition system using templates, was issued on May 6, 1997, will expire on January 31, 2015, and was assigned to the Company on January 30, 1995.

Patent No. 5,808,695, which relates to a method of tracking scene motion for live video insertion systems, was issued on September 15, 1998 and will expire on December 29, 2015 and was assigned to the Company on December 27, 1995.

Patent No. 5,892,554, which relates to inserting live and moving objects into scenes, was issued to the Seller on April 6, 1999, will expire on November 28, 2015, and was assigned to the Company on March 31, 1998.

Patent No. 5,953,076, which relates to techniques for occlusion processing, was issued on September 14, 1999 and will expire on June 12, 2016.

Patent No. 6,100,925, which relates to techniques for combining camera sensors with image processing, was issued on August 8, 2000, and will expire on November 25, 2017.

Patent No. 6,184,937, which relates to audio enhancement of the inserts, was issued on February 20 2001 and will expire on March 14, 2017.

Patent No. 6,446,261 titled "Set top device for targeted electronic insertion of indicia into video," issued September 3, 2002, and expiring on December 20, 2016.

Patent No. 6,529,613 titled "Motion tracking using image-texture templates," issued March 4, 2003, and expiring on November 27, 2016.

U.S. Trademarks.

L-VIS[®], C-TRAK[®], iPoint[™]

Foreign Patents and Trademarks

Australia Patent No. 687,086

Spain Patent Nos. 0746942, 0792068, 595808

France Patent Nos. 0746942, 0796541, 0792068

UK Patent Nos. 0746942, 0792068, 595808

Italy Patent No. 0746942, 0792068, 0796541, 595808, 3166173

Japan Patent Nos. 3058691, 3155173

Luxemburg Patent No. 0746942

Mexico Patent Nos. 188,649, 183,569, 194066, 196502

Netherlands Patent No. 0746942, 0792068, 595808, 0796541

New Zealand Patent No. 271237

Peru Patent No. 858

Russia Patent No. 2144279

Australia Patent No. 698648

Europe Patent Nos. 0792068, 0796541, 595808

Greece Patent Nos. 3032500, 3031285, 3030996, 0792068

Sweden Patent Nos. 792,063, 596,541, 595,808, 0792068, 595808

Argentina Patent Nos. AR 252895 V1, AR 002497 B1, AR 002498

Singapore Prwnr Nos. 50,533, 40,825

Belgium Patent Nos. 0792068, 595808

Germany Patent No. 69421554.6-08, 595808, 69602515.9-08

U.S. and Foreign Patent Applications

Chile Applications No. 153-96

EU Application No. 96905244.8

Venezuela Application No. SN 145-96

Brazil Application No. SN P19405641-2

Canada Application No. 2,175,038

Chile Application No. 1575-94

China Application No. 941 93937.5

Germany Application No. 69409407.2-08

EU EPO Application No. 94924588.0, priority date of 10/27/93, grant issued 2/19/98; validated in 10 European countries.

Korea Application No. SN 96-702,186

Singapore Application No. 9604188-4

Belgium Validation of 3780.107.1, unknown status

Germany Application No. 6942155472

Spain validation application of 3780-107.1EP, Patent No. 072068

France validation application of 3780-107.1EP, Patent No. 072068

Italy Application No. 19816BE/2000

Netherlands validation application of 3780-107.1EP, Patent No. 072068

Chile Application No. 1224-93

Germany validation of EP 3780-109, EPO Application No. 9191562.8

Spain validation of EP 3780-109, EPO Application No. 9191562.8

France validation of EP 3780-109, EPO Application No. 9191562.8

UK validation of EP 3780-109, EPO Application No. 9191562.8

Italy validation of EP 3780-109, EPO Application No. 9191562.8

Netherlands Certification of Domicile on EP 3780-109, EPO Application No. 9191562.8

Singapore Application "Television Displays Having Selected Inserted Displays",
coincides with EP 3780-109, EPO Application No. 9191562.8

Argentina Application based on U.S. Patent 5,892,554

Brazil Application No. 9609169

Chile SN 1067-96, 1068-96

EU EPO Application No. 96921559.9

Japan Application based on U.S. Patent 5,892,554

Peru SN 00457.96

Brazil Application No. 9608944.

Germany validation of EPO Application No. 96921560.7 (Patent No. 0796541)

Spain validation of EPO Application No. 96921560.7 (Patent No. 0796541)

France validation of EPO Application No. 96921560.7 (Patent No. 0796541)

UK validation of EPO Application No. 96921560.7 (Patent No. 0796541)

Italy validation of EPO Application No. 25686BE/99

Japan Application No. 9-503299

Netherlands validation of EPO Application No. 96921560.7 (Patent No. 0796541)

Brazil application based on U.S. Application No. PCT/US97/04083

EU EPO Application No. 97915980.3

Japan Application No. 09-538866, laid open as No. 2000-509236

Mexico Application No. 988,955

Brazil Application No. 9714971-3

EU EPO Application No. 97949613.0

Japan Application No. 10-524822

Mexico Application No. 99-4772

U.S. Application No. 09/308,949, Motion Tracking Using Image-Texture Templates

EU Application No. PCT/US97/21608, Motion Tracking Using Image-Texture Templates

U.S. Application No. 09/331,332, Set Top Device Enhanced for Targeted Electronic Insertion Into Video

Brazil Application No. 9714970-5, 9714970-6

China Application No. 97180124,X

EU EPO Application No. 97948522.4

Japan Application No. 10-524821

Mexico Application No. 99-4800

Brazil Application No. SN 9714949-7

EU EPO Application No. 97952519.3

Japan Application No. 10-528931

Mexico Application No. 99-5800.

EU Application No. PCT/US99/01399, Event Linked Insertion of Indicia Into Video

Argentina Application No. P99 01 03639

Brazil Application No. P19907194-0

Chile Application No. 1999-1844

EU filed

Mexico SN 7169

Japan filed by Mikio Hatta

U.S. Patent Application No. 09/600,768

U.S. Provisional Application No. 60/115,666

U.S. Provisional Application No. 60/129,812, Method and Apparatus to Overlay Comparative Time Determined Positional Data in a Video Display (inactive provisional)

U.S. Application No. 09/551,824, Method and Apparatus to Overlay Comparative Time Determined Positional Data in a Video Display

EU PCT/US00/10012, Method and Apparatus to Overlay Comparative Time Determined Positional Data in a Video Display (European counterpart)

U.S. Application No. 09/734,710 (from Provisional 60/170,394) 2-D/3-D Recognition/Tracking Algorithm for Soccer Application

EU PCT/US00/33672, 2-D/3-D Recognition/Tracking Algorithm for Soccer Application (European counterpart)

U.S. Provisional Application 60/170,398, System and Method of Real Time Insertion Into Video With Occlusion on Area Containing Multiple Colors (inactive provisional)

U.S. Application No. 09/734,709, System and Method of Real Time Insertion Into Video With Occlusion on Area Containing Multiple Colors (from provisional SN 60/170,398)

U.S. Application No. 09/230,099, Image Insertion In Video Streams Using a Combination of Physical Sensors and Pattern Recognition

EU Application No. PCT/US97/21607, Image Insertion In Video Streams Using a Combination of Physical Sensors and Pattern Recognition

EU Application No. PCT/US97/04083, Audio Enhanced Electronic Insertion of Indicia Into Video

EU Application No. PCT/US96/10166, System and Method of Real Time Insertions Into Video Using Adaptive Occlusion With a Synthetic Reference Image

EU Application No. PCT/US96/10163, System and Method for Inserting Static and Dynamic images Into a Live Video Broadcast

EU Application No. PCT/US96/10164, Method for Tracking Scene Motion for Live Video Insertion Systems

EU Application No. PCT/US96/01125, Live Video Insertion System Including Template Matching

EU Application No. PCT/US94/08863, Downstream Control of Electronic Billboard

EU Application No. PCT/US91/05174, Television Displays Having Selected Inserted Indicia

EPO Application No. 00922186.2, Method To Overlay Comparative Time Determined Positional Data in a Video Stream

U.S. Provisional Application No. 10/115,136, A System for Implanting an Image into a Video Stream

EPO Application No. 00922186.2, A System for Implanting an Image into a Video Stream

Korea Application No. 95-702186

U.S. Provisional Application No. 60/000279, Inserting Static and Dynamic Images into Live Video

EPO Application No. 96911559.9, Inserting Static and Dynamic Images into Live Video

Japan Application No. 9-503297

U.S. Provisional Application No. 60/031883, Camera Tracking

U.S. Provisional Application No. 60/038143, Image Insertion

U.S. Provisional, Application No. 60/034517, Set Top Device

EPO Application No. 99905457.1-2202, Event Linked Insertion

Japan Application No. 2000-529081, Event Linked Insertion

U.S. Provisional Application No. 60/072354, Event Linked Insertion

U.S. Application No. 09/482,440

Brazil Application No. 9610777, Method of Tracking

Japan Application No. 9-50398, Method of Tracking

Mexico Application No. 9710192, Method of Tracking

Brazil Application No. PI9709751-9, Enhanced Audio

Rights Licensed to the Company

Licenses granted pursuant to the Cross-License Agreement among the Company, Sportvision, Inc. and the others named therein dated as of July 29, 2002.

Subsidiaries' Intellectual Property

Princeton Video Image Israel, Ltd., acquired the following patents from SciDel Technologies, Ltd. ("SciDel"), in February 2002:

U.S Patents

Patent No. 5,491,517, which relates to recognizing a known pattern on the field, was issued on February 13, 1996 and the rights to which were

Patent No. 5,731,846 is a continuation of 5,491,517 above which relates to recognizing a known pattern on the field, was issued on March 24, 1998 and the rights to which were acquired by Princeton Video Image Israel, Ltd. from SciDel in February 2002.

Foreign Patents

Australia Patent No. 692,529

Bulgaria Patent No. 61,114

Czech Republic No. 286,248

Israel Patent Nos. 108,957, 103,002, 115,288

India Patent No. 1,834,210

Korea Patent No. 260,786

Latvia Patent No. 11,716

New Zealand Patent No. 282,275

Poland Patent No. 176,135

Taiwan Patent No. NI 105,845

Vietnam Patent No. 923

South Africa Patent No. 95/1403

Mexico Patent No. 195500

Singapore Patent No. 34,536

Hungary Patent No. 22049

EPO Patent No. 0750819

Patent Applications

Brazil Application No. PI950757-5

China Application No. 95 1 92084.7

Japan Application No. 7-524038

Philippines Application No. 50053
Australia Application Nos. 10511/99
EPO Application No. 98952997.9
Hong Kong Application No. 00102275.2
Israel Application No. 122194
U.S. Application No. 09/351,329
Canada Application No. 2,179,031
Norway Application No. P963811

Other Documents

Assignment is also made of any and all other documents relating to the Intellectual Property of Seller, including documents relating to the ownership and licensing rights of Seller with respect thereto, and including the following:

1. Assignment, dated January 22, 1992, by Roy Jonathan Rosser and Martin Leach to Seller regarding a patent.
2. Assignment, dated October 22, 1993, by Roy Jonathan Rosser and Brown F. Williams to Seller regarding a patent.
3. Assignment, dated January 30, 1995, by Roy Rosser, Subhdev Das, Yi Tan and Peter von Kaenel to Seller regarding a patent.
4. Patent Cross-License Agreement, dated January 29, 2002, by and between Sportvision, Inc., Fox Sports Productions, Inc., and the Company.