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Original document(s)

1. Name of conveying party(ies):
Hirotugu Kawada, Noboru Katta, Susumu Ibaraki,
Makoto Tatebayashi and Shunji Harada
Additional name(s) of conveying party(ies) attached? NO

2. Name and address of receiving party(ies):
Name: Matsushita Electric Industrial Co., Ltd.
Street Address: 1006, Oaza Kadoma, Kadoma-shi,
City: Osaka Country: 571-8501 Japan
Additional name(s) & address(es) attached? NO

3. Nature of conveyance:
 Assignment Merger
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Execution Date: 9/4/00 and 9/8/00

4. Application number(s) or patent number(s):
If this document is being filed together with a new application, the execution date of the application is:
A. Patent Application No.(s)
09/640,783, filed August 18, 2000
B. Patent No.(s)
Additional numbers attached? No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: WENDEROTH, LIND & PONACK, L.L.P.
Attn: Nils E. Pedersen, Esq.
Street Address: 2033 K Street, N.W., Suite 800
City: Washington, State: DC ZIP: 20006

6. Total number of applications and patents involved:
One
7. Total fee (37 CFR 3.41). \$40.00
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To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.
Michael S. Huppert Reg. No. 40,268 October 30, 2000
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ASSIGNMENT

In consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid to each of the undersigned

Hirotsugu KAWADA,

Noboru KATTA,

Susumu IBARAKI,

Makoto TATEBAYASHI and

Shunji HARADA

the undersigned hereby sell(s) and assign(s) to

Matsushita Electric Industrial Co., Ltd.

of 1006, Oaza Kadoma, Kadoma-shi, Osaka 571-8501 Japan

(hereinafter designated as the Assignee) the entire right, title and interest for the United States as defined in 35 USC 100, in the invention known as

DATA PLAYER, DIGITAL CONTENTS PLAYER, PLAYBACK SYSTEM, DATA EMBEDDING

APPARATUS, AND EMBEDDED DATA DETECTION APPARATUS

for which an application for patent in the United States has been executed by the undersigned on

August 4 and 8, 2000

The undersigned agree(s) to execute all papers necessary in connection with this application and any continuing, divisional or reissue applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.

The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation, division or reissue thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

The undersigned agree(s) to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.

The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.

The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application or any division or divisions or continuing or reissue applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed, and will not execute, any agreement in conflict herewith.

The undersigned hereby grant(s) the firm of WENDEROTH, LIND & PONACK, L.L.P., 2033 K Street, N.W., Suite 800, Washington, DC 20006, the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent Office for recordation of this document.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

Date Sep. 8, 2000, Name of Inventor Hirotsugu Kawada
 Hirotsugu KAWADA

Date Sep 4, 2000, Name of Inventor Noboru KatTA
 Noboru KAITTA

Date Sep 4, 2000, Name of Inventor Susumu Ibaraki
 Susumu IBARAKI

Date Sep 4, 2000, Name of Inventor Makoto Tatebayashi
 Makoto TATEBAYASHI

Date Sep 4, 2000, Name of Inventor Shunji Harada
 Shunji HARADA

Date Se., Name of Inventor _____

(This assignment should preferably be acknowledged before a United States Consul. If not, then the execution by the Inventor(s) should be witnessed by at least two witnesses who sign here.)

Witness Joshihiko Kurozumi

Witness Toshiaki Katoh

ACKNOWLEDGEMENT

 _____ } ss

This _____ day of _____, 19_____, before me
 personally came the above-named _____

to me personally known as the individual(s) who executed the foregoing assignment, who did acknowledge to me that he (they) executed the same of his (their) own free will for the purposes therein set forth.

SEAL

 Official Signature

 Official Title

The above application may be more particularly identified as follows:

U.S. Application Serial No. _____ Filing Date August 18, 2000

Applicant Reference Number P-23109-01 Atty Docket No. 2000 1134A

Title of Invention DATA PLAYER, DIGITAL CONTENTS PLAYER, PLAYBACK SYSTEM, DATA EMBEDDING APPARATUS, AND EMBEDDED DATA DETECTION APPARATUS