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Attorney Docket No. 450101-02387

Applicant(s) : Fukuharu SUDO and Makoto AKABANE and Toshitada DOI  
For : CONTENTS SELECTION SYSTEM  
Corresponding Int'l Appln. : PCT/JP00/01304  
International Filing Date : 03 MARCH 2000

Commissioner of Patents and Trademarks  
Washington, D.C. 20231

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1. Names of Conveying Parties : Fukuharu SUDO and Makoto AKABANE and Toshitada DOI
2. Names and addresses of receiving parties : Sony Corporation  
7-35 Kitashinagawa 6-Chome,  
Shinagawa-Ku, Tokyo 141-0001, Japan
3. Nature of Conveyance : Assignment.  
Execution Dates : October 13 and 17 and 16, 2000.
4.  Application No.:  
 This document is being filed together with a new application, the execution date of the application is: October 13 and 17 and 16, 2000.
5. Name and address of party to whom the recorded assignment and any correspondence concerning the document should be mailed:

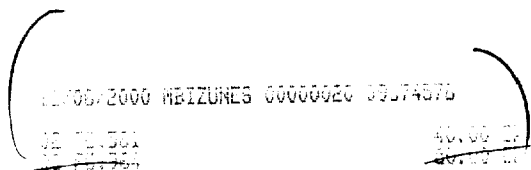
William S. Frommer, Registration No. 25,506  
FROMMER LAWRENCE & HAUG LLP  
745 Fifth Avenue  
New York, New York 10151.

6. Total number of applications and patents involved: 1.
7. Total Fee (37 CFR 3.41): \$40.00.  
 Fee enclosed, Check No. 12498.
8.  Charge Fee Deposit Account No. 50-0320 (Attach duplicate copy of this page if paying by deposit account).  
 If any additional fee is required, authorization is hereby given to charge Deposit Account No. 50-0320.
9. Statement and Signature.  
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.

William S. Frommer, Esq.  
Name of Person Signing

*William S. Frommer*  
Signature

November 1, 2000  
Date



jmm3274

## ASSIGNMENT

WHEREAS, I, as below named inventors, residing at the addresses stated next to our names, am a sole inventor (if only one name is listed below) or a joint inventor (if plural names are listed below) of certain new and useful improvements in

## CONTENTS SELECTION SYSTEM

for which application for Letters Patent of the United States of America was executed by me on the date indicated next to my name and address;

AND WHEREAS, SONY CORPORATION, a Japanese corporation, with offices at 7-35, Kitashinagawa 6-chome, Shinagawa-ku, Tokyo 141-0001 Japan (hereinafter referred to as ASSIGNEE) is desirous of acquiring all interest in, to and under said invention, said application disclosing the invention and in, to and under any Letters Patent or similar legal protection which may be granted therefor in the United States and in any and all foreign countries;

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, as a sole or joint inventor as indicated below, by these presents do hereby assign, sell and transfer unto the said ASSIGNEE, its successors, assigns, and legal representatives, the entire right, title and interest in the said invention, said application, including any divisions and continuations thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted for said invention, and in and to any and all priority rights and/or convention rights under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and to any other benefits accruing or to accrue to me with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, and I hereby authorize and request the Commissioner of Patents to issue the said United States Letters Patent to said ASSIGNEE, as the assignee of the whole right, title and interest thereto;

And I further agree to execute all necessary or desirable and lawful future documents, including assignments in favor of ASSIGNEE or its designee, as ASSIGNEE or its successors, assigns and legal representatives may from time-to-time present to me and without further remuneration, in order to perfect title in said invention, modifications, and improvements in said invention, applications and Letters Patent of the United States and countries foreign thereto;

And I further agree to properly execute and deliver and without further remuneration, such necessary or desirable and lawful papers for application for foreign patents, for filing subdivisions of said application for patent, and or, for obtaining any reissue or reissues of any Letters patent which may be granted for my aforesaid invention, as the ASSIGNEE thereof shall hereafter require and prepare at its own expense;

And I further agree that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to me and will testify as to the same in any interference or litigation related thereto;

And I hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

And I hereby authorize and request my attorney(s) of record in this application to insert the serial number and filing date of this application in the spaces that follow: International Serial Number: PCT/JP00/01304, International Filing Date: 03 March 2000.

This assignment executed on the dates indicated below.

Fukuharu SUDO

Name of first or sole inventor Execution date of U.S. Patent Application

Tokyo, Japan

Residence of first or sole inventor

*Fukuharu Sudo*

*October 13, 2000*

Signature of first or sole inventor

Date of this assignment

Makoto AKABANE

Name of second inventor Execution date of U.S. Patent Application

Tokyo, Japan

Residence of second inventor

*Makoto Akabane*

*October 17, 2000*

Signature of second inventor

Date of this assignment

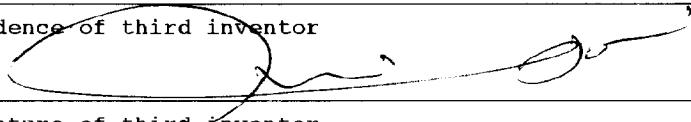
Toshitada DOI

Name of third inventor

Execution date of U.S. Patent Application

Kanagawa, Japan

Residence of third inventor



16/Oct / 2000

Signature of third inventor

Date of this assignment