

04-30-2001

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101694246

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Junichi Hirai
Toshiya Mori
Akihiro Tanaka

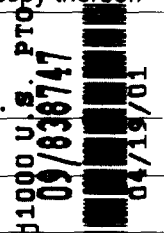
4.19.01

2. Name and address of receiving party(ies):

Name: Matsushita Electric Industrial Co., Ltd.

Address: 1006, Oaza Kadoma, Kadoma-shi,

Osaka-fu, Japan



Additional names(s) of conveying party(ies)

Yes No

3. Nature of conveyance:

Assignment

Merger

Security Agreement

Change of Name

Other

Execution Date: April 10, 2001

Additional name(s) & address(es)

Yes No

4. Application number(s) or registration numbers(s):

If this document is being filed together with a new application, the execution date of the application is: April 10, 2001

Patent Application No.

Filing date

B. Patent No.(s)

09838747

Additional numbers

Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Joseph W. Price

Registration No. 25,124

Address: PRICE AND GESS

2100 S.E. Main St., Ste. 250

City: Irvine

State/Prov.: CA

Country: USA

ZIP: 92614

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 3.41):.....\$ 40.00

Enclosed - Any excess or insufficiency should be credited or debited to deposit account

Authorized to be charged to deposit account

8. Deposit account number:

16-2462

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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.

Joseph W. Price

Name of Person Signing

Signature

April 19, 2001

Date

Total number of pages including cover sheet, attachments, and

ASSIGNMENT

WHEREAS, we, Junichi HIRAI, Toshiya MORI, and Akihiro TANAKA

citizens of Japan, have invented certain new and useful
improvements in an DATA BROADCAST APPARATUS CAPABLE OF STOPPING
REPRODUCTION OF BROADCAST DATA IN RECEPTION APPARATUS WHEN AN
EVENT REQUIRING TO STOP REPRODUCTION OF THE BROADCAST DATA
OCCURS

for which we have executed application for Letters Patent of the
United States, of even date herewith, and

WHEREAS, MATSUSHITA ELECTRIC INDUSTRIAL CO., LTD., a corporation of Japan, having a principal place of business at 1006, Oaza Kadoma, Kadoma-shi, Osaka-fu, Japan, is desirous of obtaining the entire right, title and interest in, to and under the said improvements and the said application,

NOW, THEREFORE, in consideration of the sum of One Hundred Yen (100 ¥) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, Junichi HIRAI, Toshiya MORI, and Akihiro TANAKA

have sold, assigned, transferred and set over, unto said MATSUSHITA ELECTRIC INDUSTRIAL CO., LTD., its successors, legal representatives and assigns, the entire right, title and interest in, to and under said improvements, and said application and all divisions, renewals and continuations thereof, and all Letters Patents of the United States, which may be granted thereon and all reissues and extensions thereof, and all priority rights under the International Convention for the Protection of Industrial Property for every country of the Union, and all applications for Letters Patents which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patents which may be granted for said improvements in any country or countries foreign to the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents, on applications as aforesaid, to issue all Letters Patents for said improvements to said MATSUSHITA ELECTRIC INDUSTRIAL CO., LTD., its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to said MATSUSHITA ELECTRIC INDUSTRIAL CO., LTD., its

successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid said MATSUSHITA ELECTRIC INDUSTRIAL CO., LTD., its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand this 10th
day of April, 2001 .

Junichi Hirai
Junichi HIRAI

IN TESTIMONY WHEREOF, I hereunto set my hand this 10th
day of April, 2001 .

Toshiya Mori
Toshiya MORI

IN TESTIMONY WHEREOF, I hereunto set my hand this 10th
day of April, 2001 .

Akihiro Tanaka
Akihiro TANAKA

IN TESTIMONY WHEREOF, I hereunto set my hand this _____
day of _____, .

IN TESTIMONY WHEREOF, I hereunto set my hand this _____
day of _____, .