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

1. Name of conveying party(ies):
Kouichi MASAKI

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
FUJI PHOTO FILM CO., LTD.
210, Nakanuma, Minami Ashigara-shi,
Kanagawa, Japan

JCE13 U.S. PTO
10/107478
03/26/02

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: March 22, 2002

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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: March 22, 2002

A. Patent Application No.(s)
10/107478

B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
SUGHRUE MION, PLLC
2100 Pennsylvania Avenue, N.W.
Suite 800
Washington, D.C. 20037-3213

6. Total number of applications and patents involved:
1

7. Total fee (37 CFR 3.41): \$40.00
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Mark Boland March 28, 2002
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04/04/2002 DBYRNE 00000221 10107478
01 FC:581 40.00 00

PATENT
REEL: 012744 FRAME: 0789

ASSIGNMENT

Whereas, I/we Kouichi MASAKI of Kanagawa, Japan

hereinafter called assignor(s), have invented certain improvements in
METHOD OF PRODUCING HEXAGONAL FERRITE AND MAGNETIC
RECORDING MEDIUM USING SAID HEXAGONAL FERRITE
and executed an application for Letters Patent of the United States of America therefor on

March 22, 2002 ~~2001~~ and

Whereas, FUJI PHOTO FILM CO., LTD.
210, Nakanuma, Minami Ashigara-shi, Kanagawa, Japan

(assignee), desires to acquire the entire right, title and interest in the application and invention, and to any United States patents to be obtained therefor;

Now therefore, for valuable consideration, receipt whereof is hereby acknowledged,

I/We, the above named assignor(s), hereby sell, assign and transfer to the above named assignee, its successors and assigns, the entire right, title and interest in the application and the invention disclosed therein for the United States of America, including the right to claim priority under 35 U.S.C. § 119, and I/we request the Director - U.S. Patent and Trademark Office to issue any Letters Patent granted upon the invention set forth in the application to the assignee, its successors and assigns; and I/we will execute without further consideration all papers deemed necessary by the assignee in connection with the United States application when called upon to do so by the assignee.

I/We hereby authorize and request my/our attorneys SUGHRUE MION, PLLC of 2100 Pennsylvania Avenue, N.W., Washington, D.C. 20037-3213 to insert here in parentheses (Application number _____, filed _____) the filing date and application number of said application when known.

Date: March 22, 2002 s/ Kouichi Masaki

Date: s/ _____

Date: s/ _____

Date: s/ _____

Date: s/ _____

(Legalization not required for recording but is prima facie evidence of execution under 35 U.S.C. §261)