

05-22-2002

Form PTO-1595
(Rev. 03/01)
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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof

<p>1. Name of conveying party(ies): Harold A. Ludtke</p> <p style="text-align: center; font-size: 2em;">5.9.02</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies)</p> <p>Name: <u>Sony Corporation</u></p> <p>Internal Address: _____</p> <p>Street Address: <u>7-35 Kitashinagawa 6-chome</u> <u>Shinagawa-ku</u></p> <p>City: <u>Tokyo</u></p> <p>State: <u>Japan</u> Zip: <u>141</u></p> <p>Additional name(s) & address(es) attached: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>3. Nature of Conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger</p> <p><input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name</p> <p><input type="checkbox"/> Other _____</p> <p>Execution Date: <u>January 15, 2002</u></p>	

4. Application number(s) or patent number(s):

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

A. Patent Application No.(s): 10/014,958

B. Patent No.(s): _____

Additional numbers attached? Yes No

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK, LLP</u></p> <p>Street Address: <u>600 South Avenue West</u></p> <p>City: <u>Westfield</u> State: <u>NJ</u> Zip: <u>07090</u></p>	<p>6. Total number of applications and patents involved: <u>1</u></p> <p>7. Total fee (37 CFR 3.41) \$ <u>40.00</u></p> <p><input type="checkbox"/> Enclosed</p> <p><input checked="" type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number: <u>12-1095</u></p> <p>(Attach duplicate copy of this page if paying by deposit account)</p>
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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.

Matthew B. Dernier Matthew B. Dernier May 2, 2002
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and documents: 4

I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: Commissioner for Patents, Washington, DC 20231, on the date shown below.

Dated: May 2, 2002 Signature: Matthew B. Dernier (Matthew B. Dernier)

05/21/2002 GTOM11 0000063 121095 10014958
01 FC:581 40.00 CH

PATENT
REEL: 012908 FRAME: 0178

RECORDATION FORM COVER SHEET
(continued)

Additional Conveying Party(ies) (1. Continued):

Additional Assignees (2. Continued):

Assignee Name: Sony Electronics Inc.

Internal Address:

Street Address: 1 Sony Drive

City: Park Ridge State: NJ Zip Code: 07656

Assignee Name: _____

Internal Address:

Street Address:

City: _____ State: _____ Zip Code: _____

Assignee Name: _____

Internal Address:

Street Address:

City: _____ State: _____ Zip Code: _____

Additional Applications and/or Patents (4. Continued):

Additional Patent Application Numbers
4A. Continued:

Additional Patent Numbers
4B. Continued:

Additional numbers attached? Yes No

ASSIGNMENT OF UTILITY APPLICATION

Docket Number (Optional)

SONY 3.0-012

Whereas, I, Harold A. Ludtke of 3587 Townsquare Drive; San Jose, California 95127

hereafter referred to as assignor, have with others invented certain new and useful improvements in METHOD AND SYSTEM OF BROADCASTING ITEM LOCATION

for which an application for a United States Letters Patent was filed on _____
Application Number _____

for which an application for a United States Letters Patent was executed by me on 12/11/01,
And

Whereas, Sony Corporation, a Japanese corporation, whose mailing address is 7-35 Kitashinagawa 6-Chome, Shinagawa-Ku, Tokyo 141, Japan and

Sony Electronics Inc., a Delaware corporation, whose mailing address is 1 Sony Drive, Park Ridge, New Jersey 07656,

herein referred to as "assignee" are desirous of acquiring the entire right, title and interest in the same;

NOW, THEREFORE, in consideration of the sum of one Dollars (\$ 1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I as assignor hereby sell, assign and set over to said assignee my entire right, title and interest for the United States of America and all other countries in and to said invention and the aforesaid utility patent application and all original, divisional, continuation, substitute or reissue applications and patents applied for or granted therefor in the United States of America and all other countries, for said invention, including without limitation all applications and patents for said invention claiming priority or benefit of the aforesaid utility application pursuant to any law or treaty, and including the right to claim such priority or benefit and the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all patents on said improvements or resulting therefrom to said assignee herein, as assignee of the entire interest therein; and the undersigned for me and my legal representatives, heirs and assigns do hereby agree and covenant without further remuneration, to execute and deliver all original, divisional, continuation, reissue and other applications for Letters Patent on said improvements and all assignments thereof to said assignee or its assigns, to communicate to said assignee or its representatives all facts known to the undersigned respecting said improvements, whenever requested, to testify in any interferences or other legal proceedings in which any of said applications or patents may become involved, to sign all lawful papers, make all rightful oaths, and to do generally everything necessary to aid assignee, its successors, assigns and nominees to obtain patent protection for said improvements in all countries, the expenses incident to said applications to be borne and paid by said assignee.

I, as assignor, hereby assign to said assignee all of my right, title and interest in United States Provisional Application No. 60/254,606 filed December 11, 2000, and in the invention disclosed thereto in all countries of the world including the right to claim priority or benefit of said Application No. 60/254,606 pursuant to any law or treaty in the countries of the world.

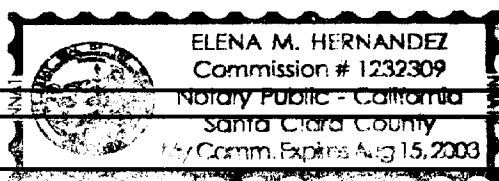
1/15/02
(Date)

Harold A. Ludtke
(Signature)

State of California) SS:
County of Santa Clara)

On this 15 day of January, 2002 before me Elena M. Hernandez appeared Harold A. Ludtke, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity and that by his/her signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument.

Elena M. Hernandez
(Notary Public)



*Total of 1 forms are submitted.