

10-09-2002

A/058140

10/020594

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Conveyance Type

Assignment Security Agreement

License Change of Name

Merger Other _____

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Conveying Party(ies)

Mark if additional names of conveying parties attached

Name	Execution Date	
Month	Day	Year
Name (line 1) <u>Hiroyuki NISHI</u>	08/23/2002	
Name (line 2) <u>305, Rune Hamadayama, 3-23-9, Hamadayama, Suginami-ku, Tokyo 168-0065 Japan</u>		
Second Party		
Name (line 1) <u>Fumiyuki KATO, 104, Haihomu Nagatsuda</u>	08/21/2002	
Name (line 2) <u>35-5, Ibukino, Midori-ku, Yokohama-shi, Kanagawa 226-0028 Japan</u>		

Receiving Party

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If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative is attached. (Designation must be a separate document from Assignment.)

Name (line 1) MATSUSHITA ELECTRIC INDUSTRIAL CO., LTD.

Name (line 2) _____

Address (line 1) 1006, Oaza Kadoma, Kadoma-shi

Address (line 2) _____

Address (line 3) Osaka Japan 571-8501

City State/Country Zip Code

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name Michael K. Kelly

Address (line 1) SNELL & WILMER, LLP

Address (line 2) One Arizona Center

Address (line 3) 400 E. Van Buren Street

Address (line 4) Phoenix, AZ 85004-2202

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CONTINUATION
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Conveying Party(ies)

Mark if additional names of conveying parties attached

Enter additional Conveying Parties

Name (line 1) Ryuhei AKIYAMA

Execution Date
Month Day Year
08/14/2002

Name (line 2) 10-5, Takatsukacho, Nishinomiya-shi, Hyogo 662-0066 Japan

Name (line 1) Hiroki MAEDA

Execution Date
Month Day Year
08/22/2002

Name (line 2) 16-14, Machikaneyamacho, Toyonaka-shi, Osaka 560-0043 Japan

Name (line 1)

Execution Date
Month Day Year

Name (line 2)

Receiving Party

Mark if additional names of receiving parties attached

Name (line 1) DENTSU, INC.

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative is attached. (Designation must be a separate document from Assignment.)

Name (line 2)

Address (line 1) 1-11-10, Tsukiji, Chuo-ku,

Address (line 2)

Address (line 3) Tokyo Japan 104-8426
City State/Country Zip Code

Name (line 1)

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Name (line 2)

Address (line 1)

Address (line 2)

Address (line 3) City State/Country Zip Code

Application Number(s) or Patent Number(s)

Mark if additional numbers attached

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property).

Patent Application Number(s)

Patent Number(s)

03 SEP 2002

Correspondent Name and Address

Area Code and Telephone Number

602-382-6291

Name Michael K. Kelly

Address (line 1) SNELL & WILMER, LLP

Address (line 2) One Arizona Center

Address (line 3) 400 E. Van Buren Street

Address (line 4) Phoenix, AZ 85004-2202

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Application Number(s) or Patent Number(s)

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Patent Application Number(s)

Patent Number(s)

If this document is being filed together with a new Patent Application, enter the date the patent application was

Month Day Year

Patent Cooperation Treaty (PCT)

Enter PCT application number only if a U.S. Application Number has not been assigned.

PCT	PCT/JP01/01705	PCT		PCT	
PCT		PCT		PCT	

Number of Properties

Enter the total number of properties involved.

1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

40.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the

Deposit Account Number:

19-2814

Authorization to charge additional fees:

Yes

No

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. Charges to deposit account are authorized, as indicated herein.

Michael K. Kelly, Reg. No. 32,848

Name of Person Signing

Signature

September 3, 2002

Date

ASSIGNMENT

WHEREAS, The ASSIGNOR, comprising the following named inventor(s):

1. Hiroyuki NISHI;
305, Rune Hamadayama, 3-23-9, Hamadayama,
Suginami-ku, Tokyo 168-0065 Japan
2. Fumiyuki KATO;
104, Haihomu Nagatsuda,
35-5, Ibukino, Midori-ku, Yokohama-shi,
Kanagawa 226-0028 Japan
3. Ryuhei AKIYAMA;
10-5, Takatsukacho, Nishinomiya-shi,
Hyogo 662-0066 Japan
4. Hiroki MAEDA;
16-14, Machikaneyamacho, Toyonaka-shi,
Osaka 560-0043 Japan

have invented and own a certain invention entitled:

BROADCAST INFORMATION RECEIVING APPARATUS AND BROADCAST INFORMATION RECEIVING METHOD

for which application for Letters Patent of the United States was filed as U.S. Serial No.
To be assigned on 9/3/2002 and

WHEREAS, the ASSIGNEE(S):

MATSUSHITA ELECTRIC INDUSTRIAL CO., LTD.
1006, Oaza Kadoma, Kadoma-shi,
Osaka 571-8501 Japan

and

DENTSU INC.
1-11-10, Tsukiji, Chuo-ku,
Tokyo 104-8426 Japan

are desirous of acquiring the entire interest in, to and under said invention and the United States Letters Patent to be obtained therefor;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment by ASSIGNEE to ASSIGNORS of the sum corresponding to One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration, ASSIGNORS hereby sell, assign and transfer to ASSIGNEES the full and exclusive right, title and interest to said invention and all Letters Patent of the United States to be obtained therefor on said application or any continuation, division, renewal, substitute or reissue thereof for the full term or terms for which the same may be granted.

ASSIGNORS hereby covenant that no assignment sale agreement charge or other encumbrance has been or will be entered into which would conflict with this assignment and sale;

ASSIGNORS further covenant that ASSIGNEES will, upon their request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent as may be known and accessible to ASSIGNORS and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEES or their legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain and enforce said application, said invention and said Letters Patent which may be necessary or desirable to carry out the purposes hereof.

IN WITNESS WHEREOF, the parties have hereunto set their hands and seal

this _____ day of _____,

August 23, 2002

1. Hiroyuki Nishi
(Hiroyuki NISHI)

August 21, 2002

2. Fumiyuki Kato
(Fumiyuki KATO)

3. _____
(Ryuhei AKIYAMA)

4. _____
(Hiroki MAEDA)

ASSIGNORS hereby covenant that no assignment sale agreement charge or other encumbrance has been or will be entered into which would conflict with this assignment and sale;

ASSIGNORS further covenant that ASSIGNEES will, upon their request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent as may be known and accessible to ASSIGNORS and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEES or their legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain and enforce said application, said invention and said Letters Patent which may be necessary or desirable to carry out the purposes hereof.

IN WITNESS WHEREOF, the parties have hereunto set their hands and seal

this _____ day of _____,

1. _____
(Hiroyuki NISHI)

2. _____
(Fumiyuki KATO)

August 14, 2002

3. _____
(Ryuhei AKIYAMA)

August 22, 2002

4. _____
(Hiroki MAEDA)