

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT														
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT														
<b>CONVEYING PARTY DATA</b>															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Yue MA</td> <td>03/01/2005</td> </tr> <tr> <td>Jinhong GUO</td> <td>03/01/2005</td> </tr> <tr> <td>Jingbo ZHU</td> <td>03/03/2005</td> </tr> <tr> <td>Anhui WANG</td> <td>03/03/2005</td> </tr> <tr> <td>Wenliang CHEN</td> <td>03/03/2005</td> </tr> <tr> <td>Tianshun YAO</td> <td>03/03/2005</td> </tr> </tbody> </table>		Name	Execution Date	Yue MA	03/01/2005	Jinhong GUO	03/01/2005	Jingbo ZHU	03/03/2005	Anhui WANG	03/03/2005	Wenliang CHEN	03/03/2005	Tianshun YAO	03/03/2005
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Tianshun YAO	03/03/2005														
<b>RECEIVING PARTY DATA</b>															
<b>Name:</b>	MATSUSHITA ELECTRIC INDUSTRIAL CO., LTD.														
<b>Street Address:</b>	1006, Oaza Kadoma, Kadoma-shi														
<b>City:</b>	Osaka														
<b>State/Country:</b>	JAPAN														
<b>Postal Code:</b>	571-8501														
<b>PROPERTY NUMBERS Total: 1</b>															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11002992</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11002992										
Property Type	Number														
Application Number:	11002992														
<b>CORRESPONDENCE DATA</b>															
<b>Fax Number:</b>	(248)641-1294														
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
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<b>NAME OF SUBMITTER:</b>	Gregory A. Stobbs														

**CH \$40.00 11002992**

Total Attachments: 3

**500022474**

**PATENT  
 REEL: 015737 FRAME: 0514**

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# ASSIGNMENT

Atty. Docket No. 9432-000314

The undersigned, hereinafter referred to collectively as Assignor, has an interest in the invention entitled:

## PROGRAMMING GUIDE CONTENT COLLECTION AND RECOMMENDATION SYSTEM FOR VIEWING ON A PORTABLE DEVICE

which is the subject of a United States or International application for patent

- (a)  executed on even date preparatory to filing (each inventor should sign this Assignment on the same day as he/she signs the Declaration and Power of Attorney);
- (b)  executed on \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_;
- (c)  filed on December 2, 2004, and assigned Serial No. 11/002992 or PCT International Application No. \_\_\_\_\_;
- (d)  U.S. Patent No. \_\_\_\_\_, issued \_\_\_\_\_, and  
 presently assigned as evidenced at Reel \_\_\_\_\_, Frame \_\_\_\_\_; or
- (e)  entitled above and naming the undersigned inventors in this provisional patent application; and

Matsushita Electric Industrial Co., Ltd., 1006, Oaza Kadoma, Kadoma-shi, Osaka 571-8501 Japan, hereinafter referred to as Assignee, is desirous of acquiring Assignor's interest therein:

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy whereof is hereby acknowledged, Assignor by these presents does sell, assign and transfer unto Assignee and its successors in interest, the full and exclusive right, title and interest in the United States of America and all foreign countries, including the right to claim priority under the laws of the United States, the Paris Convention, and any foreign countries, to the said invention as described in the aforesaid application, said application for patent and all Letters Patent therefor to be held and enjoyed by Assignee to the full end of the term for which said Letters Patent are granted and any extensions thereof as fully and entirely as the same would have been held by Assignor had this assignment and sale not been made, and the right to recover for past infringements of, or liabilities for, any of the rights relating to any of said applications or patents resulting therefrom;

Assignor hereby covenants and agrees to execute all instruments or documents required or requested for the making and prosecution of any applications of any type for patent in the United States and in all foreign countries including, but not limited to, any provisional, continuation, continuation-in-part, divisional, renewal or substitute thereof, and as to letters patent any reissue, re-examination, or extension thereof, and for litigation regarding, or for the purpose of protecting title and to the said invention, the United States application for patent, or Letters Patent therefor, and to testify in support thereof, for the benefit of Assignee without further or other compensation than that above set forth;

Assignor hereby covenants that no assignment, sale or agreement or encumbrance has been or will be entered into which would conflict with this Assignment; and


Assignor hereby requests the Commissioner of Patents and Trademarks to issue said Letters Patent of the United States of America to Assignee, and requests that any official of any country or countries foreign to the United States, whose duty it is to issue or grant patents and applications as aforesaid, to issue said Letters Patent, Utility Model Registration or Inventor's Certificate to Assignee.

Assignor hereby authorizes an attorney authorized to prosecute this patent application to insert here in parentheses (Application No. 11/002,992, filed December 2, 2004) the filing date and application number of said application when known.

**ASSIGNMENT**

  
\_\_\_\_\_  
First Inventor or Assignor: Yue MA

3/1/05  
\_\_\_\_\_  
Dated:

  
\_\_\_\_\_  
Second Joint Inventor or Assignor: Jinhong GUO

3/1/05  
\_\_\_\_\_  
Dated:

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Third Joint Inventor or Assignor: Jingbo ZHU

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Dated:

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Fourth Joint Inventor or Assignor: Anhui WANG

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Dated:

\_\_\_\_\_  
Fifth Joint Inventor or Assignor: Wenliang CHEN

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Dated:

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Sixth Joint Inventor or Assignor: Tianshun YAO

\_\_\_\_\_  
Dated:

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Dated:

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Second Joint Inventor or Assignor: Jinhong GUO

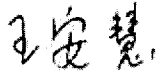
\_\_\_\_\_  
Dated:

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Third Joint Inventor or Assignor: Jingbo ZHU



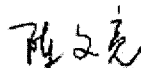
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Dated: 2005.3.3

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Fourth Joint Inventor or Assignor: Anhui WANG



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Dated: 2005.3.3

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Fifth Joint Inventor or Assignor: Wenliang CHEN



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Dated: 2005.3.3

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Sixth Joint Inventor or Assignor: Tianshun YAO



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Dated: 3, March, 2005