

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Akio Iijima	04/04/2005
Tomohiko Yukawa	04/05/2005
Junichi Kobayashi	04/06/2005
RECEIVING PARTY DATA	
Name:	Dentsu, Inc.
Street Address:	8-1, Higashishinbashi 1-chome, Minato-ku
City:	Tokyo
State/Country:	JAPAN
Postal Code:	105-7001
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	10500272
CORRESPONDENCE DATA	
Fax Number:	(415)576-0300
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	athokamura@townsend.com
Correspondent Name:	Townsend & Townsend & Crew LLP
Address Line 1:	Two Embarcadero Center, 8th Floor
Address Line 4:	San Francisco, CALIFORNIA 94111
NAME OF SUBMITTER:	Aaron T. Hokamura
Total Attachments: 2 source=082368-000800US - Assignment from Iijima, Yukawa and Kobayashi to Dentsu#page1.tif source=082368-000800US - Assignment from Iijima, Yukawa and Kobayashi to Dentsu#page2.tif	

CH \$40.00 10500272

Attorney Docket No.: 082368-000800US
Client Reference No.: DEN-A0101P-US

ASSIGNMENT OF PATENT APPLICATION

WHEREAS, Akio Iijima of c/o Dentsu Inc., 8-1, Higashishinbashi 1-chome, Minato-ku, Tokyo 105-7001 Japan; Tomohiko Yukawa of c/o Dentsu Inc., 8-1, Higashishinbashi 1-chome, Minato-ku, Tokyo 105-7001 Japan; and Junichi Kobayashi of c/o Dentsu Inc., 8-1, Higashishinbashi 1-chome, Minato-ku, Tokyo 105-7001 Japan hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: INFORMATION DISTRIBUTION SYSTEMS AND METHODS, PROGRAMS REALIZING THESE METHODS, AND INFORMATION MEDIA CONCERNING THE PROGRAMS

Filing Date: June 25, 2004

Application No.: 10/500,272;

U.S. National Phase of International Application No.: PCT/JP02/13521;

International Filing Date: December 25, 2002; and

WHEREAS, DENTSU INC. of 8-1, Higashishinbashi 1-chome, Minato-ku, Tokyo 105-7001 Japan, hereinafter referred to as "ASSIGNEE," is desirous of acquiring ASSIGNORS' interest in the said invention and application and in any U.S. Letters Patent which may be granted on the same;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer unto the said Assignees, and Assignees' successors and assigns, all their right, title and interest in and to the said invention and application, and in and to any Letters Patent which may hereafter be granted on the same in the United States, the said interest to be held and enjoyed by said Assignees as fully and exclusively as it would have been held and enjoyed by said Assignors had this Assignment and transfer not been made, to the full end and term of any Letters Patent which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignee, but at Assignee's expense, cooperate with Assignee in the prosecution of said application and/or applications, execute, verify, acknowledge and deliver all such further papers, including applications for Letters Patent and for the reissue thereof, and instruments of assignment and transfer thereof, and will perform such other acts as Assignee lawfully may request, to obtain or maintain Letters Patent for said invention and improvement, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Assignors hereby authorize and request Townsend and Townsend and Crew LLP, Two Embarcadero Center, Eighth Floor, San Francisco, CA 94111-3834, to insert herein above the application number and filing date of said application when known.

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IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Dated: April 4, 2005

Akio Iijima
Akio Iijima

Dated: April 5, 2005

Tomohiko Yukawa
Tomohiko Yukawa

Dated: April 6, 2005

Junichi Kobayashi
Junichi Kobayashi

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