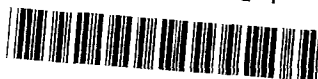


12-22-2004



COVER SHEET

102909103

To the Honorable Assistant Commissioner for Patents: Please record the attached original documents or copy thereof.

1. Name(s) of conveying party:

- (1) Scott Allan Macbeth
- (2) Ashish Garg
- (3) William Arthur Schupp
- (4) Robert G. Hansen
- (5) Michael Donald McDermott
- (6) Phillip McKay
- (7) Hong Nguyen
- (8) Norifumi Takaya

22390 U.S. PTO  
11/009215



12-9-04

2. Name and address of receiving parties:

Sony Corporation and  
7-35 Kitashinagawa 6-Chome  
Shinagawa-Ku  
Tokyo, Japan

Sony Electronics Inc.  
1 Sony Drive  
Park Ridge, New Jersey 07656

3. Nature of conveyance: Assignment

Execution Dates: (1) 12/7/04 (2) 12/07/04 (3) 12/07/04 (4) 12/08/04 (5) 12/06/04 (6) 11/21/04  
(7) 12/07/04 (8) 12/07/04

4. Application number:

Docket No.: 50U6068.04

If this Assignment is being filed together with a new application, enter the execution date of the application (date Declaration signed): (1) 12/7/04 (2) 12/07/04 (3) 12/07/04 (4) 12/08/04 (5) 12/06/04 (6) 11/21/04 (7) 12/07/04 (8) 12/07/04

5. Name and address of party to whom correspondence concerning Assignment should be mailed:

John L. Rogitz  
Rogitz & Associates  
750 B Street, Suite 3120  
San Diego, CA 92101

6. Total number of applications involved: 1

7. Total fee (37 CFR 3.41) = \$40.00

8. The Commissioner is authorized to charge \$40 to the credit card listed on the enclosed Credit Card Authorization form

DO NOT USE THIS SPACE

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.

John L. Rogitz  
Attorney Name

Signature of Attorney

DECEMBER 9, 2004  
Date

12/15/2004 WASFAW 00000013 11009215

01-11-04

40.00 DP

**ASSIGNMENT**

**WHEREAS, I**, as a below named inventor, am a sole inventor (if only one name is listed below) or a joint inventor (if plural names are listed below) of certain new and useful improvements in **NAVIGATION AIDS FOR TELEVISION USER INTERFACE** or which application for Letters Patent of the United States of America was executed by me on the date indicated next to my name and address;

**AND WHEREAS, Sony Corporation, a Japanese corporation with offices at 7-35 Kitashinagawa 6-Chome, Shinagawa-Ku, Tokyo, Japan and Sony Electronics Inc. a Delaware corporation with offices at 1 Sony Drive, Park Ridge, New Jersey 07656** (hereinafter referenced as ASSIGNEES) is desirous of acquiring all interest in, to and under said invention, said application disclosing the invention and in, to and under any Letters Patent or similar legal protection which may be granted therefor in the United States and in any and all foreign countries;

**NOW THEREFORE**, in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, as a sole or joint inventor as indicated below, by these presents do hereby assign, sell and transfer unto the said ASSIGNEES, its successors, assigns, and legal representatives, the entire right, title and interest in the said invention, said application, including any divisions and continuations thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted for said invention, and in and to any and all priority rights and/or convention rights under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and to any other benefits accruing or to accrue to me with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, and I hereby authorize and request the Commissioner of Patents to issue the said United States Letters Patent to said ASSIGNEES, as the assignees of the whole right, title and interest thereto;

And I further agree to execute all necessary or desirable and lawful future documents, including assignments in favor of ASSIGNEES or its designee, as ASSIGNEES or its successors, assigns and legal representatives may from time-to-time present to me and without further remuneration, in order to perfect title in said invention, modifications, and improvements in said invention, applications and Letters Patent of the United States and countries foreign thereto;

And I further agree to properly execute and deliver and without further remuneration, such necessary or desirable and lawful papers for application for foreign patents, for filing subdivisions of said application for patent, and or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid invention, as the ASSIGNEES thereof shall hereafter require and prepare at its own expense;

And I further agree that ASSIGNEES will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to me and will testify as to the same in any interference or litigation related thereto;

And I hereby covenant that no assignment, sale, agreement or encumbrance has been

or will be made or entered into which would conflict with this assignment and sale;

And I hereby authorize and request my attorney(s) of record in this application to insert the execution date, serial number and filing date of this application in the spaces that follow:

Serial Number: \_\_\_\_\_, Filing Date: \_\_\_\_\_.

This assignment is being executed on the date indicated below.

Scott Macbeth

Dated: 12-07-04

SCOTT ALLAN MACBETH

STATE OF California  
COUNTY OF San Diego ss.

On this 7th day of December, in the year of 2004 before me, Carrie Merzbacher Notary Public, personally appeared the above-named assignors, 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/they executed the same in his/her/their authorized capacity(ies), and that his/her/their signature(s) on the instrument, the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.



Notary Public

Ashish Garg

Dated: 12/07/04

ASHISH GARG

STATE OF California  
COUNTY OF San Diego ss.



On this 7th day of December, in the year of 2004 before me, Carrie Merzbacher Notary Public, personally appeared the above-named assignors, 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/they executed the same in his/her/their authorized capacity(ies), and that his/her/their signature(s) on the instrument, the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

Carrie Merzbacher  
Notary Public

William Arthur Schupp

Dated: 12/7/04

WILLIAM ARTHUR SCHUPP

STATE OF California ss.  
COUNTY OF San Diego



On this 11th day of December, in the year of 2004, before me,  
Carrie Merzbacher Notary Public, personally appeared the above-named assignors, 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/they executed the same in his/her/their authorized capacity(ies), and that his/her/their signature(s) on the instrument is the person(s) or the  
entity upon behalf of which the person(s) acted, executed the instrument.

Carrie Merzbacher  
Notary Public

Robert G. Hansen  
ROBERT G. HANSEN Dated: 12/8/04

STATE OF California ss.  
COUNTY OF San Diego



On this 11th day of December, in the year of 2004 before me,  
Carrie Merzbacher Notary Public, personally appeared the above-named assignors, 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/they executed the same in his/her/their authorized capacity(ies), and that his/her/their signature(s) on the instrument, the person(s) or the  
entity upon behalf of which the person(s) acted, executed the instrument.

Carrie Merzbacher  
Notary Public

Michael D. McDermott  
MICHAEL DONALD MCDERMOTT Dated: 12/6/04

STATE OF California ss.  
COUNTY OF San Diego



On this 11th day of December, in the year of 2004 before me,  
Carrie Merzbacher Notary Public, personally appeared the above-named assignors, 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/they executed the same in his/her/their authorized capacity(ies), and that his/her/their signature(s) on the instrument, the person(s) or the  
entity upon behalf of which the person(s) acted, executed the instrument.

Carrie Merzbacher  
Notary Public

Docket No. 50U6068.04



PHILLIP MCKAY

Dated: 11/21/04

STATE OF \_\_\_\_\_ )  
COUNTY OF \_\_\_\_\_ )

ss.

On this \_\_\_\_\_ day of \_\_\_\_\_, in the year of \_\_\_\_\_, before me, \_\_\_\_\_, Notary Public, personally appeared the above-named assignors, 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/they executed the same in his/her/their authorized capacity(ies), and that his/her/their signature(s) on the instrument, the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

Notary Public

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

PHILLIP MCKAY

[Signature] Dated: 12/07/04  
HONG NGUYEN

STATE OF California ss.  
COUNTY OF San Diego

On this 7th day of December, in the year of 2004 before me,  
Carrie Merzbacher, Notary Public, personally appeared the above-named assignors, 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/they executed the same in his/her/their authorized capacity(ies), and that his/her/their signature(s) on the instrument, the person(s) or the  
entity upon behalf of which the person(s) acted, executed the instrument.

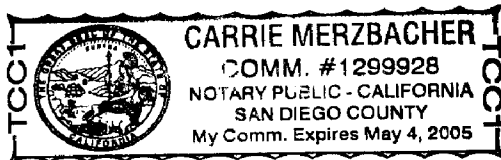


[Signature]  
Notary Public

[Signature] Dated: 12/07/04  
NORFUMI TAKAYA

STATE OF California ss.  
COUNTY OF San Diego

On this 7th day of December, in the year of 2004 before me,  
Carrie Merzbacher, Notary Public, personally appeared the above-named assignors, 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/they executed the same in his/her/their authorized capacity(ies), and that his/her/their signature(s) on the instrument, the person(s) or the  
entity upon behalf of which the person(s) acted, executed the instrument.



[Signature]  
Notary Public