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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Harutoshi Miyamoto	01/25/2005
Yoshifumi Yanagawa	02/09/2005
Chiyoko Matsumi	01/25/2005
Nobuyasu Takeguchi	01/31/2005
Yasuyuki Torii	01/28/2005

RECEIVING PARTY DATA

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PROPERTY NUMBERS Total: 2

Property Type	Number
Application Number:	60418973
Application Number:	10273411

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PATENT REEL: 016151 FRAME: 0282

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Total Attachments: 1

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PATENT REEL: 016151 FRAME: 0283

PATENT ASSIGNMENT

WE, Harutoshi Miyamoto, Yoshifumi Yanagawa, Chiyoko Matsumi, Nobuyasu Takeguchi, and Yasuyuki Torii ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "ADAPTIVE MENU SYSTEM FOR MEDIA PLAYERS" ("APPLICATION"), which:

was filed provisionally on October 16, 2002 and was given U.S. Serial No. 60/418,973, and was filed non-provisionally on October 17, 2002 and was given U.S. Serial No. 10/273,411;

Matsushita Electric Industrial Co., Ltd., 1006, Oaza Kadoma, Kadoma-shi, Osaka 571-8501, Japan, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest of the ASSIGNOR in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, such as continuing applications, in and for the United States, its territories, and all foreign countries ("APPLICATION DERIVATIVES"));

For good and valuable consideration, the receipt of which is hereby acknowledged by the ASSIGNOR, the ASSIGNOR hereby sells, assigns and transfers to the ASSIGNEE, the entire and exclusive rights, title and interest of the ASSIGNOR in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES);

ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of the APPLICATION (and APPLICATION DERIVATIVES), for litigation regarding letters patent derived therefrom, and for the purpose of protecting and perfecting title to the APPLICATION (and APPLICATION DERIVATIVES).

January 25, 2005

DATE

Harutoshi Miyamoto

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Miyamoto

Harutoshi Miyamoto

Managave

Yoshifumi Managave

Yoshifumi Yanagawa

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RECORDED: 06/16/2005

PATENT REEL: 016151 FRAME: 0284