

03-28-2005

3/16/05



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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

1. Richard M. Ehrlich

Execution Date(s) 03/16/05

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Matsushita Electric Industrial Co., Ltd.

Internal Address: _____

Street Address: 1006 Oaza Kadoma

City: Kadoma-shi

State: Osaka

Country: JAPAN Zip: 571-8501

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

Unknown

Additional numbers attached? Yes No

03/18/2005 KBETEM1 00000065 11081346

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40.00 DP

5. Name and address to whom correspondence concerning document should be mailed:

Name: Sheldon R. Meyer

Internal Address: Fliesler Meyer LLP

Street Address: _____

Four Embarcadero Center, 4th Floor

City: San Francisco

State: CA

Zip: 94111-4156

Phone Number: 415.362.3800

Fax Number: 415.362.2928

Email Address: officeactions@fdml.com

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____

Expiration Date _____

b. Deposit Account Number 06-1325

Authorized User Name Fliesler Meyer LLP

9. Signature:

3/16/05

Signature

Date

Michael L. Robbins

Reg. No.: 54,774

Total number of pages including cover sheet, attachments, and documents:

3

Name of Person Signing

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

Attorney Docket No.: PANAP-1096US2

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SOLE TO CORPORATE ASSIGNMENT

WHEREAS, the undersigned, RICHARD M. EHRlich, a resident of Saratoga, California, (hereinafter termed "Inventor"), has invented certain new and useful improvements in:

VARIABLE FREQUENCY CHEVRON IN PRINTED MEDIA REFERENCE PATTERN TO IMPROVE SERVO DEMODULATION

and has executed a declaration or oath for an application for a United States patent disclosing and identifying the invention, said invention being filed herewith, which claims benefit to U.S. Provisional Application No. 60/564,340, filed April 22, 2004, and is a continuation-in-part of U.S. Patent Application No. 10/816,786, filed April 2, 2004, which claims benefit to U.S. Provisional Application No. 60/460,205, filed April 2, 2003.

WHEREAS Matsushita Electric Industrial Co., Ltd. (hereinafter termed "Assignee"), a corporation of the Country of Japan, having a place of business at 1006, Oaza Kadoma, Kadoma-shi, Osaka 571-8501, Japan, wishes to acquire the entire right, title and interest in and to said application and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered by said Inventor (all collectively hereinafter termed "said invention"), and in and to any and all patents, certificates of invention and other forms of protection thereon (hereinafter termed "patents") applied for or granted in the United States and/or other countries.

NOW THEREFORE, for good and valuable consideration acknowledged by said Inventor to have been received in full from said Assignee:

1. Said Inventor does hereby sell, assign, transfer and convey unto said Assignee, the entire right, title and interest (a) in and to said application and said invention; (b) in and to all rights to apply in any and all countries of the world for patents, certificates of inventions or other governmental grants on said invention, including the right to apply for patents pursuant to the International Convention for the Protection of Industrial Property or pursuant to any other convention, treaty, agreement or understanding; (c) in and to any and all applications filed and any and all patents, certificates of inventions or other governmental grants granted on said invention in the United States or any other country, including each and every application filed and each and every patent granted on any application which is a division, substitution, or continuation of any of said applications; (d) in and to each and every reissue or extension of any of said patents; and (e) in and to each and every patent claim resulting from a reexamination certificate for any and all of said patents.

2. Said Inventor hereby covenants and agrees to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States and other countries. Such cooperation by said Inventor shall include prompt production of pertinent facts and documents, giving of testimony, executing of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for complying with any duty of disclosure; (c) for prosecuting any of said applications; (d) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (e) for filing and prosecuting applications for reissue of any of said patents; (f) for interference or other priority proceedings involving said invention; and (g) for legal proceedings involving said invention and any applications therefor and any patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings,

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reexamination proceedings, compulsory licensing proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventor in providing such cooperation shall be paid for by said Assignee.

3. The terms and covenants of this Assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventor, said Inventor's heirs, legal representatives and assigns.

4. Said Inventor hereby warrants and represents that said Inventor has not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

IN WITNESS WHEREOF, the said Inventor has executed this instrument on the date as given below and delivered this instrument to said Assignee:

3/16/2005

Date



RICHARD M. EHRLICH

WITNESSED BY:

Date: 3/16/2005

Name: Thorsten Schmidt

Signature: Thorsten Schmidt