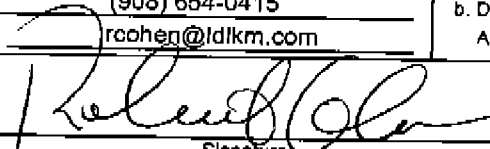


Form PTO-1595 (Rev. 09/04)  
OMB No. 0651-0027 (exp. 6/30/2005)

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| <b>1. Name of conveying party(ies)/Execution Date(s):</b><br>RYOICHI KATO<br><br>Execution Date(s): <u>March 10, 2006</u><br>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  | <b>2. Name and address of receiving party(ies)</b><br><br>Name: <u>SONY CORPORATION</u><br>Internal Address: _____<br>Street Address: <u>c/o Sony Corporation</u><br><u>7-35, Kitashinagawa 6-chome</u><br><u>Shinagawa-Ku</u><br><br>City: <u>Tokyo</u><br>State: _____<br>Country: <u>JAPAN</u> Zip: <u>141-0001</u><br>Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No   |
| <b>3. Nature of Conveyance:</b><br><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger<br><input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name<br><input type="checkbox"/> Government Interest Assignment<br><input type="checkbox"/> Executive Order 9424, Confirmatory License<br><input type="checkbox"/> Other _____   | <b>4. Application or patent number(s):</b> <input type="checkbox"/> This document is being filed together with a new application.<br>A. Patent Application No.(s)<br><u>11/284,730</u><br>B. Patent No.(s)<br>_____<br>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  |
| <b>5. Name and address to whom correspondence concerning document should be mailed:</b><br>Name: <u>Robert B. Cohen</u><br><u>LERNER, DAVID, LITTENBERG,</u><br><u>KRUMHOLZ &amp; MENTLIK, LLP</u><br><br>Internal Address: Atty. Dkt.: _____<br><br>Street Address: <u>600 South Avenue West</u><br><br>City: <u>Westfield</u><br>State: <u>NJ</u> Zip: <u>07090</u><br>Phone Number: <u>(908) 518-6316</u><br>Fax Number: <u>(908) 654-0415</u><br>Email Address: <u>rcohen@ldlkm.com</u>  | <b>6. Total number of applications and patents involved:</b> <span style="border: 1px solid black; padding: 2px 10px;">1</span><br><br><b>7. Total fee (37 CFR 1.21(h) &amp; 3.41)</b> \$ <u>40.00</u><br><input type="checkbox"/> Authorized to be charged by credit card<br><input checked="" type="checkbox"/> Authorized to be charged to deposit account<br><input type="checkbox"/> Enclosed<br><input type="checkbox"/> None required (government interest not affecting title) |
| <b>8. Payment Information</b><br>a. Credit Card Last 4 Numbers _____<br>Expiration Date _____<br>b. Deposit Account Number <u>12-1095</u><br>Authorized User Name <u>Robert B. Cohen</u>   |  |
| <b>9. Signature:</b><br><div style="text-align: center; margin-top: 20px;"> <br/>       _____<br/>       Signature     </div> <div style="text-align: right; margin-top: 10px;">       _____<br/>       Date     </div> <div style="text-align: center; margin-top: 10px;"> <u>Robert B. Cohen - 32,768</u><br/>       Name of Person Signing     </div> <div style="text-align: right; margin-top: 10px;">       _____<br/>       Total number of pages including cover sheet, attachments, and documents: <span style="border: 1px solid black; padding: 2px 10px;">2</span> </div> |  |

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CH \$40.00 121095 11284730

Docket Number: SONYJP 3.0-496  
Sony Ref. No.: S05P1490US00

## ASSIGNMENT

WHEREAS, I, as a below named inventor, residing at the address stated next to my name, 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:

**Displaying Apparatus, Displaying Method, Displaying Program, and Recording Medium Holding Displaying Program**  
for 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 (hereinafter referenced as ASSIGNEE) 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 ASSIGNEE, its successors, assigns, and legal representatives, my 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 ASSIGNEE, as the assignee 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 ASSIGNEE or its designee, as ASSIGNEE 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 ASSIGNEE thereof shall hereafter require and prepare at its own expense;

And I further agree that ASSIGNEE 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 application number and filing date of this application in the spaces that follow: Application Number: 11/284,730, Filing Date: November 22, 2005.

This assignment executed on the dates indicated below.

Ryoichi Kato

Name of First or Sole Inventor

\_\_\_\_\_  
Execution Date of U.S. Patent Application

Tokyo, Japan

Residence of First or Sole Inventor

\_\_\_\_\_  
Signature of First or Sole Inventor

10 Mar 2006  
Date of this Assignment



600 SOUTH AVENUE WEST • WESTFIELD, NEW JERSEY 07090  
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PATENTS, TRADEMARKS, COPYRIGHTS & UNFAIR COMPETITION

## Facsimile Transmittal

| To:                       | Fax Number   | From                          |
|---------------------------|--------------|-------------------------------|
| USPTO Assignment Division | 571-273-0140 | Phyllis Kelly<br>908-518-6456 |

Date: April 6, 2006  
No. Pages: 3  
File Name.: SONYJP 3.0-496  
Client/Matter No: SONYJP/533  
Attorney/Secretary: RBC/emb

### MESSAGE:

Please record the attached assignment and fax the Notice of Recordation to Phyllis Kelly at 908-654-7866.

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