

06-21-2006

6-13-06



## STATES PATENT AND TRADEMARK OFFICE

Docket No.: SONY-50V8285.01

103261215

I hereby certify that this transmittal of the below described document is being deposited with the United States Postal Service in an envelope bearing First Class Postage and addressed to the Mail Stop Assignments, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the below date of deposit.

Date of Deposit:	06/13/06	Name of Person Making the Deposit:	Anthony Chou	Signature of the Person Making the Deposit:	<i>Anthony Chou</i>
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Mail Stop Assignments  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Please record the attached original document(s) or copy(ies) thereof:

Transmittal of an Assignment

1. Name of conveying party(ies): Brant Candelore

Application No.:

Group Art Unit:

Filed: 06/13/06

Examiner:

2. Name and Address of Receiving party(ies): SONY CORPORATION, 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 Date: 06/07/06

4. New Patent Application entitled: METHOD AND SYSTEM FOR ALTERING THE PRESENTATION OF BROADCAST CONTENT

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

Name: Bryan M. Failing  
Address: Wagner, Murabito & Hao LLP  
Two North Market Street, Third Floor, San Jose, CA 95113  
Phone: (408) 938-9060  
Customer No: 45589

6. Total Number of applications and patents involved: ONE

7. **Fee Calculation** (for other than a small entity)

Assignment Recordation Fee, per property

1 X \$40.00

**Total Fees** (37 CFR 3.41)

\$40.00

X The amount of \$ 40.00 is enclosed

8. At any time during the pendency of this application, please charge any additional fees required or credit any overpayments to Deposit Account 23-0085. A duplicate copy of this transmittal is enclosed.

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.

Date: 06/13/06

*BMF*  
Name Bryan M. Failing  
Reg. No. 57,974/2006 CNQUYEN 00000024 11453123  
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rev. 10/97 kgr

PATENT  
REEL: 018004 FRAME: 0079

112935 U.S. PTO  
11/453123  
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**Assignment To SONY Corporation and SONY Electronics Inc.**

In consideration of good and valuable consideration, receipt of which is hereby acknowledged, I/we

Brant Candelore

do hereby sell, assign, and transfer unto SONY Corporation, a Japanese Corporation having its principal place of business at 7-35 Kitashinagawa 6-Chome, Shinagawa-ku, Tokyo, Japan and SONY Electronics Inc., a Delaware Corporation having its principal place of business at 1 Sony Drive, Park Ridge, New Jersey 07656, (hereinafter called the Assignees), and its successors and assigns, the entire right, title, and interest for the United States and all foreign countries, in and to any and all improvements, including the right of priority in, to, and under, the application for the United States patent entitled:

**METHOD AND SYSTEM FOR ALTERING THE PRESENTATION OF BROADCAST CONTENT**

X filed herewith and the inventions set forth and described therein, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefor; or

Application No.: \_\_\_\_\_ filed on \_\_\_\_\_ and the inventions set forth and described therein, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefor;

And for the above consideration, I/we agree promptly upon request of the Assignees, their successors or assigns, to execute and deliver without further compensation any power of attorney, assignment, application, whether original, continuation, divisional or reissue, or other papers which may be necessary or desirable fully to secure to the Assignees, their successors and assigns, the inventions described in said application and all patent rights therein, in the United States and in any country foreign thereto, and to cooperate and assist in the prosecution of interference proceedings involving said inventions and in the adjudication or reexamination of said Letters Patent provided the expenses which may be incurred by me/us in lending such cooperation and assistance are paid by the Assignees.

I/we further covenant with the Assignees, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned;

In witness whereof, I/we hereunto set my/our hand(s) and seal:

Inventor's Signature: Brant Candelore Date: 6/7/06