

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT						
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT						
<b>CONVEYING PARTY DATA</b>							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Tom Rudolf George Gajdos</td> <td>10/30/2006</td> </tr> <tr> <td>Jenny Irene Pettersson</td> <td>10/30/2006</td> </tr> </tbody> </table>		Name	Execution Date	Tom Rudolf George Gajdos	10/30/2006	Jenny Irene Pettersson	10/30/2006
Name	Execution Date						
Tom Rudolf George Gajdos	10/30/2006						
Jenny Irene Pettersson	10/30/2006						
<b>RECEIVING PARTY DATA</b>							
<b>Name:</b>	Sony Ericsson Mobile Communications AB						
<b>Street Address:</b>	Nya Vattentorget						
<b>City:</b>	Lund						
<b>State/Country:</b>	SWEDEN						
<b>Postal Code:</b>	SE-221 88						
<b>PROPERTY NUMBERS Total: 1</b>							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11554151</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11554151		
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Application Number:	11554151						
<b>CORRESPONDENCE DATA</b>							
<b>Fax Number:</b>	(571)432-0808						
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<b>ATTORNEY DOCKET NUMBER:</b>	PS06 0609US1						
<b>NAME OF SUBMITTER:</b>	Glenn Snyder						
<b>Total Attachments: 2</b> source=PS06_0609US1_Assignment#page1.tif source=PS06_0609US1_Assignment#page2.tif							

OP \$40.00 11554151

ASSIGNMENT

WHEREAS WE, Tom Rudolf George Gajdos and Jenny Irene Pettersson of Dalby, Sweden and Lund, Sweden, respectively, have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled PRODUCT PLACEMENT, executed by us on the date of execution of this document, as shown below, and  for which an application is being filed herewith; or  for which we filed an application for United States Letters Patent on \_\_\_\_\_ under Serial No. \_\_\_\_\_;


We hereby authorize Applicants' representative to fill in the preceding information relating to the filing date and/or serial number, as appropriate.

AND WHEREAS, Sony Ericsson Mobile Communications AB, having an address of SE-221 88 Lund, Sweden, is desirous of acquiring the entire right, title and interest in and to said invention including any previously or subsequently filed provisional applications, any subsequently filed applications and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, We do hereby sell, assign, transfer and set over unto Sony Ericsson Mobile Communications AB, its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, any previously or subsequently filed provisional applications, any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

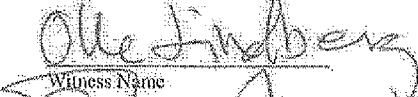
UPON SAID CONSIDERATIONS, We hereby agree with the said assignee that We will not execute any writing or do any act whatsoever conflicting with these presents, and that We will, at any time upon request, without further or additional consideration but at the expense of said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and assignee;

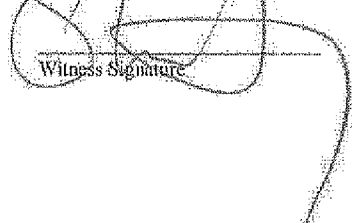
AND We request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Sony Ericsson Mobile Communications AB, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

  
\_\_\_\_\_  
Tom Rudolf George Gajdos  
Vångavägen 6  
240 10 Dalby, Sweden  
Date: 30-10-2006

  
\_\_\_\_\_  
Sara Svensson  
Witness Name:

  
\_\_\_\_\_  
Sara Svensson  
Witness Signature

  
\_\_\_\_\_  
Olle Lindberg  
Witness Name

  
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Olle Lindberg  
Witness Signature

Jenny Pettersson  
Jenny Irène Pettersson  
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222 40 Lund, Sweden  
Date: 30-10-2006

Sara Svensson  
Witness Name

Ewa Svensson  
Witness Signature

Olle Lundberg  
Witness Name

[Signature]  
Witness Signature