

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Kazunori Yamaguchi</td><td>12/21/2006</td></tr><tr><td>Tsutomu Harada</td><td>12/22/2006</td></tr><tr><td>Mitsuru Tateuchi</td><td>01/09/2007</td></tr></tbody></table>	Name	Execution Date	Kazunori Yamaguchi	12/21/2006	Tsutomu Harada	12/22/2006	Mitsuru Tateuchi	01/09/2007	
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Kazunori Yamaguchi	12/21/2006								
Tsutomu Harada	12/22/2006								
Mitsuru Tateuchi	01/09/2007								
RECEIVING PARTY DATA									
Name:	Sony Corporation								
Street Address:	7-35 Kitashinagawa 6-chome, Shinagawa-ku								
City:	Tokyo								
State/Country:	JAPAN								
PROPERTY NUMBERS Total: 1									
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11537825</td></tr></tbody></table>	Property Type	Number	Application Number:	11537825					
Property Type	Number								
Application Number:	11537825								
CORRESPONDENCE DATA									
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ATTORNEY DOCKET NUMBER:	112857-939								
NAME OF SUBMITTER:	Thomas C. Basso								
Total Attachments: 4 source=112857-939ass#page1.tif source=112857-939ass#page2.tif source=112857-939ass#page3.tif source=112857-939ass#page4.tif									

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PATENT
REEL: 018873 FRAME: 0218

ASSIGNMENT

WHEREAS, the undersigned, to wit: Kazunori Yamaguchi, Tsutomu Harada, and Mitsuru Tateuchi (hereinafter "ASSIGNORS"), are the lawful owners of an invention entitled: DISPLAY APPARATUS AND DISPLAY METHOD, for which a patent application of the United States was filed on October 2, 2006 in the United States Patent and Trademark Office having Application Serial No. 11/537,825;

AND WHEREAS, Sony Corporation (hereinafter "ASSIGNEE"), a corporation duly organized and existing under the laws of Japan and having its principal office and place of business at 7-35 Kitashinagawa 6-chome, Shinagawa-ku, Tokyo, Japan, desires to acquire the entire right, title, and interest therein;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNORS do hereby sell, assign, and transfer, and hereby set over unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right, title and interest to said invention in the United States of America and all foreign countries, including, without limitation, said invention as described in the aforesaid application, to be held and enjoyed by said ASSIGNEE, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by said ASSIGNORS had this assignment and sale not been made, including, without limitation, all rights to the aforesaid application and to any United States Letters Patent therefor, when issued together with all improvements thereon and betterments thereof, all related applications including, but not limited to, divisions, continuations, continuations-in-part, reissues and reexaminations thereof and substitutions of or for said application, and all foreign rights including the right to make application for Letters Patent for said inventions in any and all foreign countries and the right to claim priority as to the filing date under the International Convention on the basis for the aforesaid application for United States Letters Patent; and ASSIGNORS hereby authorize and request the Commissioner of Patents to issue all Letters Patent issuing therefrom to ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns and legal representatives.

ASSIGNORS hereby agree to execute any papers, provide any information and testify in any interference or litigation at the request of ASSIGNEE, its successors, assigns and legal representatives, when deemed essential to ASSIGNEE's, its successors', assigns' and legal representatives' full enjoyment, protection, enforcement and title in and to such invention and rights hereby transferred.

ASSIGNORS furthermore agree upon request of said ASSIGNEE, its successors, assigns and legal representatives, and without further remuneration, to execute any and all papers desired by said ASSIGNEE, its successors, assigns and legal representatives, for the filing and granting of foreign applications and the perfecting of title thereto in said ASSIGNEE, its successors, assigns and legal representatives.

Signature

Tsutomu Harada

Name: Tsutomu Harada

Address: c/o Sony Corporation

7-35 Kitashinagawa 6-chome
Shinagawa-ku, Tokyo, Japan

Date Signed

December 22, 2006

Before me personally appeared the person whose name is subscribed to the foregoing instrument, and executed the foregoing instrument in my presence for the purpose contained therein, by signing his/her name hereto.

Signature

Kayoko Fujio

Date Signed

December 22, 2006

Signature


Name: KAZUMORI YAMAGUCHI

Date Signed

December 21, 2006

Address: c/o Sony Corporation.
7-35 Kitashinagawa 6-chome
Shinagawa-ku, Tokyo, Japan

Before me personally appeared the person whose name is subscribed to the foregoing instrument, and executed the foregoing instrument in my presence for the purpose contained therein, by signing his/her name hereto.

Signature



Date Signed

December 21, 2006

Signature

Mitsuru Tateuchi

Name: Mitsuru Tateuchi

Address: c/o Sony Corporation.
7-35 Kitashinagawa 6-chome
Shinagawa-ku, Tokyo, Japan

Date Signed

January 9, 2007

Before me personally appeared the person whose name is subscribed to the foregoing instrument, and executed the foregoing instrument in my presence for the purpose contained therein, by signing his/her name hereto.

Signature

Kayoko Fujio

Date Signed

January 9, 2007