

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>Noriyuki SAKOH</td><td>02/13/2006</td></tr><tr><td>Takeshi IWATSU</td><td>02/13/2006</td></tr></tbody></table>		Name	Execution Date	Noriyuki SAKOH	02/13/2006	Takeshi IWATSU	02/13/2006				
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Takeshi IWATSU	02/13/2006										
RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>SONY CORPORATION</td></tr><tr><td>Street Address:</td><td>7-35, Kitashinagawa 6-chome, Shinagawa-ku</td></tr><tr><td>City:</td><td>Tokyo</td></tr><tr><td>State/Country:</td><td>JAPAN</td></tr><tr><td>Postal Code:</td><td>141-0001</td></tr></table>		Name:	SONY CORPORATION	Street Address:	7-35, Kitashinagawa 6-chome, Shinagawa-ku	City:	Tokyo	State/Country:	JAPAN	Postal Code:	141-0001
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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>10573580</td></tr></tbody></table>		Property Type	Number	Application Number:	10573580						
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Application Number:	10573580										
CORRESPONDENCE DATA											
Fax Number: (703)413-2220 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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NAME OF SUBMITTER:	Chai Xiong										
Total Attachments: 2 source=286653usAssignment#page1.tif source=286653usAssignment#page2.tif											

OP \$40.00 10573580

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PATENT
REEL: 019282 FRAME: 0284

Assignment of Application

INSERT NAMES
AND RESIDENCE
ADDRESS OF
THE INVENTORS:

WHEREAS, I (WE) 1. Noriyuki SAKOH
2. Takeshi IWATSU all of:
c/o SONY CORPORATION
7-35, Kitashinagawa 6-chome,
Shinagawa-ku, Tokyo 141-0001
Japan

_____, respectively,

INSERT TITLE OF
INVENTION:

have invented certain new and useful improvements in: CONTENTS ACQUISITION METHOD

(Application No. 10/573,580, filed March 24, 2006),
and

INSERT NAME
AND ADDRESS OF
COMPANY OR
OTHER ASSIGNEE

WHEREAS, SONY CORPORATION

(hereinafter referred to as "ASSIGNEE") having a place of business at: 7-35, Kitashinagawa 6-chome,
Shinagawa-ku, Tokyo 141-0001, Japan is desirous of acquiring the entire right, title and interest in and
to said invention and in and to any Letters Patent that may be granted therefore in the United States
and its territorial possessions and in any and all foreign countries;

NOW, THEREFORE, in consideration of the sum of FIVE DOLLARS (\$5.00), the receipt
whereof is hereby acknowledged, and for other good and valuable consideration, I (WE), by these
presents do sell, assign and transfer unto said ASSIGNEE, the full and exclusive right to the said
invention in the United States and its territorial possessions and in all foreign countries and the entire
right, title and interest in and to any and all Letters Patent which may be granted therefor in the
United States and its territorial possessions and in any and all foreign countries and in and to any and
all divisions, reissues, continuations, substitutions and renewals thereof.

I (WE) hereby authorize and request the Patent Office Officials in the United States and its territorial possessions and any and all foreign countries to issue any and all of said Letters Patent, when granted, to said ASSIGNEE as the assignee of my (our) entire right, title and interest in and to the same, for the sole use and behoof of said ASSIGNEE, its (his) successors and assigns, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held by me (us) had this Assignment and sale not been made.

Further, I (WE) agree that I (WE) will communicate to said ASSIGNEE or its (his) representatives any facts known to me (us) respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letter Patent to be issued to said ASSIGNEE, make all rightful oaths, and, generally do everything possible to aid said ASSIGNEE, its (his) successors and assigns, to obtain and enforce proper protection for said invention in the United States and its territorial possessions and in any and all foreign countries.

The undersigned hereby grant(s) the firm of Oblon, Spivak, McClelland, Maier & Neustadt, P.C. of 1940 Duke Street, Alexandria, Virginia 22314 the power to insert on this assignment any further identification, including the application number and filing date, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Date: February 13, 2006

Noriyuki Sakoh
(Signature of Inventor) Noriyuki SAKOH

Date: February 13, 2006

Takeshi IWATSU
(Signature of Inventor) Takeshi IWATSU

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