

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<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>Kenichi Murata</td> <td>10/10/2007</td> </tr> <tr> <td>Tsutomu Horikawa</td> <td>10/10/2007</td> </tr> </tbody> </table>		Name	Execution Date	Kenichi Murata	10/10/2007	Tsutomu Horikawa	10/10/2007
Name	Execution Date						
Kenichi Murata	10/10/2007						
Tsutomu Horikawa	10/10/2007						
RECEIVING PARTY DATA							
Name:	Sony Computer Entertainment Inc.						
Street Address:	2-6-21 Minami-Aoyama Minato-ku						
City:	Tokyo						
State/Country:	JAPAN						
Postal Code:	107-0062						
PROPERTY NUMBERS Total: 1							
<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>11909196</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11909196		
Property Type	Number						
Application Number:	11909196						
CORRESPONDENCE DATA							
Fax Number:	(732)634-6887						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
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ATTORNEY DOCKET NUMBER:	545/123						
NAME OF SUBMITTER:	Matthew B. Dernier						
Total Attachments: 1 source=545-123-executed-assignment#page1.tif							

OP \$40.00 11909196

Assignment of Patent Rights

The parties to this assignment are listed below and if there is more than one Assignor or Assignee, the words "Assignor" and "Assignee" shall include them:

Assignor: Kenichi Murata, having an address at c/o of Sony Computer Entertainment Inc., 2-6-21, Minami-Aoyama, Minato-ku, Tokyo 107-0062, Japan,

Assignor: Tsutomu Horikawa, having an address at c/o of Sony Computer Entertainment Inc., 2-6-21, Minami-Aoyama, Minato-ku, Tokyo 107-0062, Japan,

Assignee: Sony Computer Entertainment Inc. having an address at 2-6-21, Minami-Aoyama, Minato-ku, Tokyo 107-0062, Japan.

This assignment relates to the following patent application and/or issued patent, which is hereinafter referred to as "the Patent":

[] a United States patent application signed by Assignor on _____, 2007, and entitled _____; or




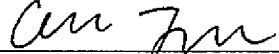
[X] a United States patent application filed in the U.S. Patent and Trademark Office on September 20, 2007, Application Serial No. 11/909,196 entitled Information Processing Method, Information Processing Apparatus, And Server; and

[] an issued United States patent, issued on _____, 2007, under United States Patent No. _____.

Assignor has received Ten Dollars (\$10.00) and other good and valuable consideration for this assignment. Assignor assigns to Assignee all of Assignor's right, title and interest in the Patent, the invention(s) described and claimed in the Patent, and all patents that may issue based on the invention(s) and on the Patent, including any patent that issues from a divisional and/or continuing application claiming benefit of the Patent, in the United States *and in every foreign country*, including the right to enforce the Patent for infringement accrued prior to the effective date of this assignment. *Assignor also assigns to Assignee all priority rights in the Patent.* In those countries where permitted, the Assignor authorizes the Assignee to apply for patents for the invention directly in Assignee's name.** Assignor authorizes the Commissioner of Patents and Trademarks or other governmental authority to issue all patents for the invention directly to Assignee. Assignor states that Assignor has the right to grant to Assignee the rights which are assigned by this assignment. Assignor will sign any additional documents as may be needed to carry out the purpose of this assignment. This assignment is binding on all parties who lawfully succeed to the rights of or take the place of Assignor or Assignee.

The undersigned hereby grant(s) to the firm of Kaplan Gilman Gibson & Dernier LLP, 900 Route 9 North, Woodbridge, New Jersey 07095, the power to insert on this assignment any further identification of the Patent which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office concerning recordation of this document.

The effective date of this assignment is _____.

SIGNATURE(S)	DATE	TYPED OR PRINTED NAME(S)
<u></u> First Assignor Signature	<u>October 10,</u> <u>2007</u>	<u>Kenichi Murata</u>
<u></u> Second Assignor Signature	<u>October 10,</u> <u>2007</u>	<u>Tsutomu Horikawa</u>
Witness <u></u>		Date <u>October 10, 2007</u>
Witness <u></u>		Date <u>October 10, 2007</u>

* Strike italicized sections only if foreign rights are not intended to be assigned.