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2-19-08

RECO



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To the Director of the U.S. Patent and Trademark Office

its or the new address(es) below.

1. Name of conveying party(ies):

Junichi Yamashita (01/19/2008) and Katsuhide Uchino (01/21/2008)

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)

Name: Sony Corporation

Internal Address:

Street Address:

1-7-1 Konan  
Minato-Ku, Tokyo  
108-0075  
JAPAN

City:

State:

Country: Zip:

Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance/Execution Date(s):

Execution Date(s): in parentheses after inventor name

Assignment  Merger  Change of Name

Security Agreement  Joint Research Agreement

Government Interest Assignment

Executive Order 9424, Confirmatory License

Other

4. Application or patent number(s):

A. Patent Application No.(s)

This application

This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached?  Yes  No

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

Name: Christopher M. Tobin  
RADER, FISHMAN & GRAUER PLLC

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6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

Authorized to be charged by credit card

Authorized to be charged to deposit account

Enclosed

None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers Expiration Date

b. Deposit Account Number 18-0013  
Authorized User Name Christopher M. Tobin

9. Signature:

Signature

February 19, 2008  
Date

Ronald P. Kananen - 24,104  
Christopher M. Tobin 40,290  
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

3

02/27/2008 MJAMA1 00000028 180013 12071283  
01 FC:8021 40.00 DA

ASSIGNMENT

WHEREAS, I, as a below named inventor, residing at the address stated next to my name, am a sole inventor (if only one name is listed below) or a joint inventor (if plural names are listed below) of certain new and useful improvements in DISPLAY APPARATUS AND DRIVE METHOD THEREFOR, AND ELECTRONIC EQUIPMENT

for which application for Letters Patent of the United States of America was executed by me on the date indicated next to my name and address;

AND WHEREAS, Sony Corporation, a Japanese corporation with offices at 1-7-1 Konan, Minato-Ku, Tokyo, Japan (hereinafter referenced as ASSIGNEE) is desirous of acquiring all interest in, to and under said invention, said application disclosing the invention and in, to and under any Letters Patent or similar legal protection which may be granted therefor in the United States and in any and all foreign countries;

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, I, as a sole or joint inventor as indicated below, hereby assign, sell and transfer unto the said ASSIGNEE, its successors, assigns, and legal representatives, the entire right, title and interest in the said invention, said application, including any divisions and continuations thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted for said invention, and in and to any and all prior rights and/or convention rights under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and to any other benefits accruing or to accrue to me with respect to the filing of applications for patents or security patents in the United States and countries foreign thereto, and I hereby authorize and request the Commissioner of Patents to issue said United States Letters Patent to said ASSIGNEE, as the assignee of the whole right, title and interest thereto;

And I further agree to execute all necessary or desirable and lawful future documents, including assignments in favor of the said ASSIGNEE or its designee, as ASSIGNEE or its successors, assigns and legal representatives may from time-to-time present to me and without further remuneration, in order to perfect title in said invention, modifications, and improvements in said invention, applications and Letters Patent of the United States and countries foreign thereto;

And I further agree to properly execute and deliver and without further remuneration, such necessary or desirable and lawful papers for application for foreign patents, for filing subdivisions of said application for patent, and or, for obtaining any reissues of any Letters Patent which may be granted for my aforesaid invention, as the ASSIGNEE thereof shall hereafter require, to prepare at its own expense;

And I further agree that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known or accessible to me and will testify as to the same in any interference or litigation related thereto;

And I hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into by me which would conflict with this assignment and sale.

And I hereby authorize and request my attorney(s) of record in this application to insert the serial number and filing date in this application in the spaces that follow: Serial Number: \_\_\_\_\_, Filing Date: 2-19-2008

This assignment executed on the dates indicated below.

Junichi YAMASHITA

Name of first or sole inventor

Execution date of U.S. Patent Application

Tokyo, Japan

Residence of first or sole inventor

Junichi Yamashita

Jan. 18. 2008

Signature of first or sole inventor

Date of this assignment

Katsuhide UCHINO

Name of second inventor

Execution date of U.S. Patent Applicati

Kanagawa, Japan

Residence of second inventor

*Katsuhide Uchino*

*Jan 21, 2008*

Signature of second inventor

Date of this assignme

Name of third inventor

Execution date of U.S. Patent Applicati

Residence of third inventor

Signature of third inventor

Date of this assignme

Name of fourth inventor

Execution date of U.S. Patent Applicati

Residence of fourth inventor

Signature of fourth inventor

Date of this assignmer

Name of fifth inventor

Execution date of U.S. Patent Applicatio

Residence of fifth inventor

Signature of fifth inventor

Date of this assignmen