

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Kazuhiro FUKUDA</td> <td>04/17/2008</td> </tr> <tr> <td>Tetsuo MARUYAMA</td> <td>04/21/2008</td> </tr> <tr> <td>Ippei TAMBATA</td> <td>04/28/2008</td> </tr> <tr> <td>Daisuke KAWAMURA</td> <td>04/30/2008</td> </tr> <tr> <td>Asako HONJO</td> <td>05/08/2008</td> </tr> </tbody> </table>		Name	Execution Date	Kazuhiro FUKUDA	04/17/2008	Tetsuo MARUYAMA	04/21/2008	Ippei TAMBATA	04/28/2008	Daisuke KAWAMURA	04/30/2008	Asako HONJO	05/08/2008
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Asako HONJO	05/08/2008												
RECEIVING PARTY DATA													
Name:	SONY CORPORATION												
Street Address:	1-7-1 Konan, Minato-ku												
City:	Tokyo												
State/Country:	Japan												
Postal Code:	108-0075												
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>12119780</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12119780								
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Application Number:	12119780												
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:	Tamika R. Gaston												

OP \$40.00 12119780

Total Attachments: 2

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Docket Number: _____

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 INFORMATION PROVIDING SYSTEM, INFORMATION RECEIVING APPARATUS, INFORMATION PROVIDING APPARATUS, INFORMATION PROVIDING METHOD AND PROGRAM

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, by these presents do 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 priority 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 securing of patents in the United States and countries foreign thereto, and I hereby authorize and request the Commissioner of Patents to issue the 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 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 reissue or reissues of any Letters Patent which may be granted for my aforesaid invention, as the ASSIGNEE thereof shall hereafter require and 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 and 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 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 of this application in the spaces that follow: Serial Number: _____, Filing Date: _____.

This assignment executed on the dates indicated below.

Kazuhiro FUKUDA

Name of first or sole inventor

Kanagawa, Japan

Residence of first or sole inventor

Kazuhiro Fukuda

Signature of first or sole inventor

April 17, 2008

Execution date of U.S. Patent Application

April 17, 2008

Date of this assignment

Tetsuo MARUYAMA
 Name of second inventor
 Tokyo, Japan

April 21, 2008
 Execution date of U.S. Patent Application

Residence of second inventor


Tetsuo Maruyama
 Signature of second inventor

April 21, 2008
 Date of this assignment

Ippei TAMBATA
 Name of third inventor
 Kanagawa, Japan

Apr. 28th, 2008
 Execution date of U.S. Patent Application

Residence of third inventor


 Signature of third inventor

Apr. 28th, 2008
 Date of this assignment

Daisuke KAWAMURA
 Name of fourth inventor
 Tokyo, Japan

Apr. 30th, 2008
 Execution date of U.S. Patent Application

Residence of fourth inventor

Daisuke Kawamura
 Signature of fourth inventor

Apr. 30th, 2008
 Date of this assignment

Asako HONJO
 Name of fifth inventor
 Tokyo, Japan

May 8th, 2008
 Execution date of U.S. Patent Application

Residence of fifth inventor

Asako Honjo
 Signature of fifth inventor

May 8th, 2008
 Date of this assignment