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FORM PTO-1595  
(Rev. 3/01)  
OMD NO. 0651-0011 exp. 5/31/2002)



U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

103501774

To the Honorable Commissioner of Patents and Trademarks. Please record the enclosed original documents or copy thereof.

1. Name of conveying party(ies):

DoCoMo Communications Laboratories  
USA, Inc.

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

2. Name and address of receiving party(ies):

Name: NTT DoCoMo, Inc.

Address: Sanno Park Tower, 11-1, Nagata-  
cho, 2-chome, Chiyoda-ku

City: Tokyo State/Province: \_\_\_\_\_ Zip: 100-6150

Country: Japan

3. Nature of Conveyance

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other:

Execution Date(s): 01/30/08

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

4. Application Number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

12/020,792

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Blakely, Sokoloff, Taylor & Zafman LLP

Internal Address: \_\_\_\_\_

Street Address: 1279 Oakmead Parkway

City: Sunnyvale State: California Zip: 94085

6. Total number of applications and patents involved:

7. Total Fee (37 CFR 3.41).....\$40.00

- ☒ Enclosed  
☐ Authorized to be charged to deposit account

8. Deposit Account Number:

02-2666

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

*To the best of my knowledge and believe, the foregoing is true and correct and any attached copy is a true copy of the original document*

Michael J. Mallie

Name of Person Signing

[Signature]  
Signature

5/6/08  
Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:  
Director of the United States Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Atty Docket No. 6655.P122

05/09/2008 DBYRNE 00000009 12020792

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PATENT  
REEL: 020945 FRAME: 0354

ASSIGNMENT OF U.S. PATENT APPLICATION

For good and valuable consideration, the receipt of which is hereby acknowledged, DoCoMo Communications Laboratories USA, Inc., a corporation of Delaware, (the "Assignor") having a place of business at 3240 Hillview Avenue, Palo Alto, California 94304, hereby sells, assigns, and transfers to NTT DoCoMo, Inc., a corporation of Japan, having a principal place of business at Sanno Park Tower, 11-1, Nagata-cho, 2-chome, Chiyoda-ku, Tokyo 100-6150, Japan, (the "Assignee"), its successors and assigns the entire right, title and interest throughout the world in the inventions, discoveries, improvements, or designs in United States Patent Application Number 12/020,792 filed January 28, 2008, entitled "OPTIMIZED CONTENT-BASED AND ROYALTY-BASED ENCODING AND DISTRIBUTION OF MEDIA DATA," and in and to all patent applications and letters patents (including, but not limited to, utility patents, design patents, utility models, inventor certificates, and applications thereof) of every country for such inventions, discoveries, improvements, or designs including all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application.

The Assignor agrees that said Assignee may apply for and receive a patent or patents for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements, and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns and legal representatives.

Assignor covenants with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possess by the undersigned.

The Assignor hereby requests the Commissioner for Patents and Trademarks to issue all patents granted for such inventions, discoveries, improvements, or designs to the Assignee, its successors and assigns.

Executed this 30th day of January, 2008

DoCoMo Communications Laboratories USA, Inc.  
A corporation of Delaware

By:   
Kazuo Imai

Print Title: President & CEO

Assignment Document Return Address:  
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP  
1279 Oakmead Parkway  
Sunnyvale, California 94085-4040  
(408) 720-8300

Attny. Docket No. 06655.P122