

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Masahiro YACHI	06/05/2009
<b>RECEIVING PARTY DATA</b>	
Name:	BENESSE CORPORATION
Street Address:	7-17 Minamigata 3-chome
City:	Okayama-shi, Okayama
State/Country:	JAPAN
Postal Code:	700-8686
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12342898
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(877)769-7945
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(202) 783-5070
Email:	apsi@fr.com
Correspondent Name:	John F. Hayden
Address Line 1:	FISH & RICHARDSON P.C.
Address Line 2:	P.O.BOX 1022
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022
ATTORNEY DOCKET NUMBER:	13460-0004001
NAME OF SUBMITTER:	April K. Saunders-Fuller
Total Attachments: 2 source=13460-0004001-ASN#page1.tif source=13460-0004001-ASN#page2.tif	

CH \$40.00 12342898

FISH & RICHARDSON P.C.

ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned hereby assign(s), transfer(s) and set(s) over to:

BENESSE CORPORATION

having the address:

7-17 Minamigata 3-chome, Okayama-shi, Okayama 700-8686 Japan

(hereinafter designated as the "ASSIGNEE"), its successors and assigns, the entire right, title, and interest for the United States in the invention, and all applications for patent and any Letters Patent which may be granted therefor, including said application, and all United States Letters Patents which may be granted therefor, and all divisions, reissues, continuations and extensions thereof, the said interest being the entire ownership of said Letters Patent when granted to be held by said ASSIGNEE, its successors, assigns or their legal representatives, 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 and enjoyed by Assignor(s) if this assignment had not been made, the application being known by the Title:

A VIDEO REPLAY SYSTEM AND A CONTROL METHOD THEREOF

Attorney Docket No:

for which the undersigned has/have executed an application for patent in the United States of America on the same day herewith. Where this instrument is not filed concurrently with the application, the following identifying information may be added after execution:

Serial No. 12/342,898

Filing Date: December 23, 2008

1. The undersigned hereby agree(s) to sign and execute any further documents and instruments which may be necessary, lawful and proper in the prosecution of said above-named application or in the preparation and prosecution of any continuing, continuation-in-part, substitute, divisional, renewal, reviewed or reissue application or in any amendments, extension of interference proceedings, or otherwise to secure the title thereto to the ASSIGNEE.

2. The undersigned agree(s) to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.

3. The undersigned agree to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the ASSIGNEE.

4. The undersigned hereby authorize(s) and request(s) the Commissioner of Patents in the United States to issue any and all Letters Patents resulting from said application or any division or divisions or continuing applications thereof to the said ASSIGNEE.

5. The undersigned hereby grant(s) to the firm of Fish & Richardson P.C. the power to insert on this assignment any further identification 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.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

June 5, 2009  
Date

M. Yachi  
Typed Name: Masahiro YACHI

\_\_\_\_\_  
Date

\_\_\_\_\_  
Typed Name:

\_\_\_\_\_  
Date

\_\_\_\_\_  
Typed Name:

This assignment may be signed before a U.S. Notary Public or before at least two witnesses who also sign here:

June 5, 2009  
Date

Chikara Matsumoto  
Typed Name: Chikara MATSUMOTO

June 5, 2009  
Date

Naoko Iwamiya  
Typed Name: Naoko IWAMIYA