

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT										
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<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>Gary M. Zalewski</td> <td>09/17/2009</td> </tr> <tr> <td>Sean Turner</td> <td>09/01/2009</td> </tr> </tbody> </table>		Name	Execution Date	Gary M. Zalewski	09/17/2009	Sean Turner	09/01/2009				
Name	Execution Date										
Gary M. Zalewski	09/17/2009										
Sean Turner	09/01/2009										
<b>RECEIVING PARTY DATA</b>											
<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:20%;"><b>Name:</b></td> <td>Sony Computer Entertainment America Inc.</td> </tr> <tr> <td><b>Street Address:</b></td> <td>919 E. Hillsdale Blvd., 2nd Floor</td> </tr> <tr> <td><b>City:</b></td> <td>Foster City</td> </tr> <tr> <td><b>State/Country:</b></td> <td>CALIFORNIA</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>94404-2175</td> </tr> </table>		<b>Name:</b>	Sony Computer Entertainment America Inc.	<b>Street Address:</b>	919 E. Hillsdale Blvd., 2nd Floor	<b>City:</b>	Foster City	<b>State/Country:</b>	CALIFORNIA	<b>Postal Code:</b>	94404-2175
<b>Name:</b>	Sony Computer Entertainment America Inc.										
<b>Street Address:</b>	919 E. Hillsdale Blvd., 2nd Floor										
<b>City:</b>	Foster City										
<b>State/Country:</b>	CALIFORNIA										
<b>Postal Code:</b>	94404-2175										
<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:20%;"><b>Name:</b></td> <td>Sony Computer Entertainment Europe Ltd.</td> </tr> <tr> <td><b>Street Address:</b></td> <td>10 Great Marlborough Street</td> </tr> <tr> <td><b>City:</b></td> <td>London</td> </tr> <tr> <td><b>State/Country:</b></td> <td>UNITED KINGDOM</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>W1F 7LP</td> </tr> </table>		<b>Name:</b>	Sony Computer Entertainment Europe Ltd.	<b>Street Address:</b>	10 Great Marlborough Street	<b>City:</b>	London	<b>State/Country:</b>	UNITED KINGDOM	<b>Postal Code:</b>	W1F 7LP
<b>Name:</b>	Sony Computer Entertainment Europe Ltd.										
<b>Street Address:</b>	10 Great Marlborough Street										
<b>City:</b>	London										
<b>State/Country:</b>	UNITED KINGDOM										
<b>Postal Code:</b>	W1F 7LP										
<b>PROPERTY NUMBERS Total: 1</b>											
<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><b>Application Number:</b></td> <td>12509848</td> </tr> </tbody> </table>		Property Type	Number	<b>Application Number:</b>	12509848						
Property Type	Number										
<b>Application Number:</b>	12509848										
<b>CORRESPONDENCE DATA</b>											
<b>Fax Number:</b>	(650)812-3444										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
<b>Phone:</b>	650-812-3400										
<b>Email:</b>	CHoule@carrferrell.com, CSpringer@carrferrell.com										
<b>Correspondent Name:</b>	Colby B. Springer										
<b>Address Line 1:</b>	Carr & Ferrell LLP										
<b>Address Line 2:</b>	2200 Geng Road										
<b>Address Line 4:</b>	Palo Alto, CALIFORNIA 94043										

CH \$40.00 12509848

ATTORNEY DOCKET NUMBER:	SCEA 4383US
NAME OF SUBMITTER:	Colby B. Springer
Total Attachments: 1 source=4383US_Assignment#page1.tif	

Docket No: PA4383US / SCEA07038US00

Page 1 of 1

ASSIGNMENT

THIS ASSIGNMENT, by Gary Zalewski and Sean Turner (hereinafter referred to as the Assignors), respectively witnesseth:

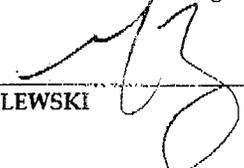
WHEREAS, said Assignors have invented certain new and useful improvements, which are described in a United States patent application entitled **Real-Time, Contextual Display of Ranked, User-Generated Game Play Advice** and having application number **12/509,848** and a filing date of **July 27, 2009**;

WHEREAS **Sony Computer Entertainment America Inc.**, a body having corporate powers under the laws of the **United States of America** and having a principal place of business at **919 E. Hillsdale Boulevard, Second Floor, Foster City, California 94404-2175, United States of America** and **Sony Computer Entertainment Europe Ltd.**, a body having corporate powers under the laws of the **United Kingdom** and having a principal place of business at **10 Great Marlborough Street, London W1F 7LP, United Kingdom** (hereinafter referred to as the Assignees), are desirous of obtaining the entire right, title and interest in and to said inventions and said application for Letters Patent, and in and to any Letters Patent, United States or foreign, to be obtained therefore and thereon, and to any and all improvements which are disclosed in said application for Letters Patent;

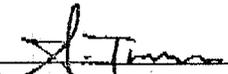
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged:

1. The Assignors have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over unto said Assignees and each of them, an undivided one-half interest in, to and under said inventions; said application for Letters Patent; any Letters Patent which may be granted for said inventions in the United States of America and any foreign country; any division, continuation; and continuation-in-part of said application; any reissue or extension of said Letters Patent; and all rights under the International Convention for the Protection of Industrial Property; said right, title and interest to be held and enjoyed by said Assignees for their own use and behoove to the full end of the term for which Letters Patent may be granted, as fully and entirely as the same would have been held and enjoyed by the Assignors, had this sale and assignment not been made.
2. Said Assignors hereby jointly and severally warrant and represent that, at the time of execution and delivery of these presents, said Assignors are the lawful owners of the entire right, title and interest in and to said inventions and said application for Letters Patent, and that the same has not entered into any assignment, contract or understanding in conflict herewith.
3. Said Assignors hereby covenant and agree to assist and cooperate with said Assignees, whereby said Assignees may enjoy to the fullest extent said right, title and interest herein conveyed, provided, however, that the entire expense which may be incurred by said Assignors in lending such assistance and cooperation be paid by Assignees. Such cooperation shall include: (a) prompt execution of all papers (prepared at the expense of Assignees) which are deemed necessary or desirable by Assignees to perfect said right, title and interest herein conveyed, (b) prompt execution of all petitions, oaths, specifications, declarations and other papers (prepared at the expense of Assignees) which are deemed necessary or desirable by Assignees for filing or prosecuting in the United States or any foreign country said application, any application which is a division, continuation, or continuation-in-part of said application, any reissue application for any Letters Patent granted on said application, or for any interference proceeding involving said application or Letters Patent granted thereon; and (c) prompt assistance and cooperation in the prosecution of all legal proceedings involving said inventions, said application, or Letters Patent granted thereon, including oppositions, cancellation proceedings, priority contests, public use proceedings and court actions.
4. The terms, covenants and conditions of this Assignment shall inure to the benefit of said Assignees, their successors, assigns and/or other legal representatives, and shall be binding upon said Assignors, their heirs, legal representatives and assigns.
5. Said Assignors hereby request the Commissioner of Patents and Trademarks to issue said Letters Patent of the United States to said Assignees as the assignees of said inventions.

IN WITNESS WHEREOF said Assignors have executed and delivered this instrument on the date noted below.

GARY M. ZALEWSKI 

9/17/09  
Date

SEAN TURNER 

1/9/09  
Date