

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BITWALLET, INC	09/28/2009
RECEIVING PARTY DATA	
Name:	Sony Corporation
Street Address:	1-7-1 Konan, Minato-Ku
City:	Tokyo
State/Country:	JAPAN
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12593547
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	3712174-01816
NAME OF SUBMITTER:	Thomas C. Basso
Total Attachments: 2 source=3712174-1816Assign1#page1.tif source=3712174-1816Assign1#page2.tif	

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REEL: 023437 FRAME: 0553

ASSIGNMENT

WHEREAS, the undersigned, to wit: BITWALLET, INC. (hereinafter "ASSIGNOR"), is the lawful owner of an invention entitled: ADVERTISEMENT SERVER, USER TERMINAL, ADVERTISEMENT METHOD, AND ADVERTISEMENT VIEWING PROGRAM for which an international patent application which designates the United States was filed on March 26, 2008 having Application Serial No. PCT/JP2008/055662;

AND WHEREAS, Sony Corporation (hereinafter "ASSIGNEE"), a corporation duly organized and existing under the laws of Japan and having its principal office and place of business at 1-7-1 Konan, Minato-ku, Tokyo, Japan, desires to acquire the entire right, title, and interest therein;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNORS do hereby sell, assign, and transfer, and hereby set over unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right, title and interest to said invention in the United States of America and all foreign countries, including, without limitation, said invention as described in the aforesaid application, to be held and enjoyed by said ASSIGNEE, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by said ASSIGNOR had this assignment and sale not been made, including, without limitation, all rights to the aforesaid application and to any United States Letters Patent therefor, when issued together with all improvements thereon and betterments thereof, all related applications including, but not limited to, divisions, continuations, continuations-in-part, reissues and reexaminations thereof and substitutions of or for said application, and all foreign rights including the right to make application for Letters Patent for said inventions in any and all foreign countries and the right to claim priority as to the filing date under the International Convention on the basis for the aforesaid application for United States Letters Patent; and ASSIGNORS hereby authorize and request the Commissioner of Patents to issue all Letters Patent issuing therefrom to ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns and legal representatives.

ASSIGNOR hereby agrees to execute any papers, provide any information and testify in any interference or litigation at the request of ASSIGNEE, its successors, assigns and legal representatives, when deemed essential to ASSIGNEE's, its successors', assigns' and legal representatives' full enjoyment, protection, enforcement and title in and to such invention and rights hereby transferred.

ASSIGNOR furthermore agrees upon request of said ASSIGNEE, its successors, assigns and legal representatives, and without further remuneration, to execute any and all papers desired by said ASSIGNEE, its successors, assigns and legal representatives, for the filing and granting of foreign applications and the perfecting of title thereto in said ASSIGNEE, its successors, assigns and legal representatives.

Signature

BITWALLET, INC.

By: 

Name: Mario Manabe, President and CEO

Address: West Tower, 18F, Gate City Osaki
1-11-1 Osaki, Shinagawa-ku
Tokyo, Japan

Date Signed

Sep 28, 2009

Before me personally appeared the person whose name is subscribed to the foregoing instrument, and executed the foregoing instrument in my presence for the purpose contained therein, by signing his/her name hereto.

Signature

Takeshi Shibata

Date Signed

Sep. 28, 2009