

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
HITACHI, LTD.	02/05/2010
RECEIVING PARTY DATA	
Name:	AMAZON.COM, INC.
Street Address:	1200 12th Avenue South, Suite 1200
City:	Seattle
State/Country:	WASHINGTON
Postal Code:	98144
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	6278712
CORRESPONDENCE DATA	
Fax Number:	(702)361-6405
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	patent-group@amazon.com
Correspondent Name:	Amazon.com, Inc.
Address Line 1:	1200 12th Ave. South
Address Line 2:	Suite 1200
Address Line 4:	Seattle, WASHINGTON 98144
ATTORNEY DOCKET NUMBER:	REG96564 2009 PT
NAME OF SUBMITTER:	Robyn Hess
Total Attachments: 1 source=HITACHIASSIGN#page1.tif	

OP \$40.00 6278712

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PATENT
REEL: 023905 FRAME: 0387

Form of ASSIGNMENT

Hitachi, Ltd., having offices at 1-6-1 Marunouchi Chiyoda-ku Tokyo 100-8220, Japan, is the owner of record of the following Patents as recorded at the Reel/Frame number, if known:

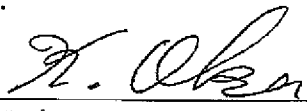
Patent/Serial No.	Reel/Frame
6,278,712	009587/0848
6,049,524	009602/0097
6,490,246	009602/0097
5,303,337	005621/0868
5,485,560	006275/0676
5,619,630	008272/0132
6,295,063	
6,876,359	
7,262,766	

For good and valuable consideration, Hitachi, Ltd. hereby transfers and assigns to Amazon.com, Inc., having a business address at 1200 12th Ave. South, Suite 1200, Seattle, WA 98144, the whole right, title, and interest in the aforementioned US Patents, including the right to all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of this assignment, excluding the right for Hitachi to practice the Patents and subject to the terms of existing licenses between Hitachi and third parties.

IN WITNESS WHEREOF, this Assignment has been executed by an Agent authorized to act on behalf of the Assignor, Hitachi, Ltd.

Hitachi, Ltd.

By:


Kensuke OKA
Corporate Officer
Managing Director, Intellectual Property Group
(Authorized Signing Officer)

Date:

February 5, 2010