

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MASAYO KAJI	03/30/2010
NAOAKI HORIUCHI	03/31/2010
RECEIVING PARTY DATA	
Name:	PIONEER CORPORATION
Street Address:	4-1, MEGURO 1-CHOME, MEGURO-KU
City:	TOKYO
State/Country:	JAPAN
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12682681
CORRESPONDENCE DATA	
Fax Number:	(703)685-0573
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	7035212297
Email:	dWASHINGTON@young-thompson.com
Correspondent Name:	YOUNG & THOMPSON
Address Line 1:	209 Madison Street
Address Line 2:	Suite 500
Address Line 4:	Alexandria, VIRGINIA 22314
ATTORNEY DOCKET NUMBER:	8014-1174
NAME OF SUBMITTER:	Eric Jensen
Total Attachments: 1 source=ASSIGN#page1.tif	

OP \$40.00 12682681

501145017

PATENT
REEL: 024217 FRAME: 0361

ASSIGNMENT

WHEREAS,

Masayo KAJI of Kawasaki-shi, Kanagawa, Japan

Naoaki HORIUCHI of Kawagoe-shi, Saitama, Japan

hereafter referred to as "applicant(s)", have invented certain new and useful improvements in
**SELECTION ITEM DISPLAY DEVICE, SELECTION ITEM DISPLAY METHOD, SELECTION ITEM
DISPLAY PROGRAM, AND RECORDING MEDIUM IN WHICH SELECTION ITEM DISPLAY
PROGRAM IS RECORDED**

(a) for which an application for a United States patent was filed on

April 12, 2010, Application No. 12/682,681,

(b) for which an application for a United States patent was executed on

WHEREAS, **PIONEER CORPORATION**

whose address is **4-1, Meguro 1-chome, Meguro-ku, Tokyo, Japan**

hereinafter referred to as "assignee(s)", is desirous of acquiring the entire right, title and interest in
and to the same,

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00), the receipt
whereof is acknowledged, and other good and valuable consideration, applicant(s), by these
presents, do(es) hereby sell, assign and transfer unto said assignee(s) the full and exclusive right to
the said invention in the United States and the entire right, title and interest in and to any and all
patents which may be granted therefore in the United States, for its sole use and behoof, and for
the use and behoof of its legal representatives, to the full end of the term for which said patents
may be granted, as fully and entirely as the same would have been held by applicant(s) had this
assignment and sale not been made.

Applicant(s) hereby authorize(s) and request(s) the Commissioner of Patents and
Trademarks to issue said United States patents to said assignee(s).

Date Mar. 30, 2010,

Masayo KAJI
(signature) Masayo KAJI

Date Mar. 31, 2010,

Naoaki HORIUCHI
(signature) Naoaki HORIUCHI

PATENT