



06-10-2010

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Our Ref.: MJS-723-2711

6-4-10

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies):</p> <p>1 Yoshiomi KURISU 5</p> <p>2 Hironao OOTSUBO 6</p> <p>3 7</p> <p>4 8</p> <p>Additional name/s of conveying party/ies attached? <input type="checkbox"/></p> <p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger</p> <p><input type="checkbox"/> Security Assignment <input type="checkbox"/> Change of Name</p> <p><input type="checkbox"/> Other _____</p> <p>Execution Date: <u>May 26, 2010</u></p>	<p>2. Name and address of receiving party(ies):</p> <p>1) Name: <u>Hatena Co., Ltd.</u></p> <p>Street Address: <u>Yamata K. Bldg., 8th Floor, Nakameguro, Meguro-ku</u></p> <p>City: <u>Tokyo</u></p> <p>State/Country: <u>JAPAN</u> Zip: <u>153-0067</u></p> <p>2) Name _____</p> <p>Street Address: _____</p> <p>City: _____</p> <p>State: _____ Zip: _____</p> <p>Additional name/s & address/es attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
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4. Application number(s) or patent number(s): This assignment is being filed together with a new application.

A. Patent Application No(s):

(1) 12/767,347

(2) _____

(3) _____

B. Patent No(s):

(1) _____

(2) _____

(3) _____

Additional numbers attached Yes No

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Michael J. Shea</u></p> <p>Internal Address: _____</p> <p>Street Address: <u>Nixon & Vanderhye P.C.</u></p> <p><u>901 North Glebe Road</u></p> <p><u>11th Floor</u></p> <p>City: <u>Arlington</u> State: <u>VA</u> Zip: <u>22203</u></p>	<p>6. Total number of applications & patents involved: <u>1</u></p> <p>7. Total fee (37 CFR 3.41) \$ <u>40.00</u></p> <p><input checked="" type="checkbox"/> Enclosed</p> <p><input type="checkbox"/> Authorized to be charged to deposit account #14-1140</p> <p>8. The Commissioner is hereby authorized to charge any <u>deficiency</u> in the fee(s) filed, or asserted to be filed, or which should have been filed herewith (or with any paper thereafter filed in this application by this firm) to our Account No. 14-1140.</p>
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DO NOT USE THIS SPACE

9. Statements and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Michael J. Shea *Michael J. Shea* June 4, 2010

Name of Person Signing Signature Date

Reg. No. 34,725

Total number of pages including original cover sheet, attachments, and document: [3]

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450.

06/07/2010 HWONDFP1 00000050 12767347
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ASSIGNMENT

WHEREAS Yoshiomi KURISU and Hironao OOTSUBO (hereinafter ASSIGNOR) of c/o Hatena Co., Ltd., Yamata K Bldg., 8 Fl., Nakameguro, Meguro-ku, Tokyo Japan 153-0061 has invented a certain improvement in SYSTEM AND METHOD FOR ACCESSING CONTENT for which a so-entitled patent application for Letters Patent of the United States was filed in the United States Patent and Trademark Office on April 26, 2010 under Serial No. 12/767,347.

WHEREAS, Hatena Co., Ltd. (hereinafter ASSIGNEE), a corporation of the country of Japan, having an office and place of business at Yamata K. Bldg., 8 Fl., Nakameguro, Meguro-ku, Tokyo Japan 153-0061 is desirous of acquiring an interest therein;

NOW, THEREFORE, in consideration of ASSIGNOR' S employment with ASSIGNEE and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR by these presents hereby sell, assign, and transfer unto the said ASSIGNEE, its successors, assigns, and legal representatives, the full and exclusive right to the said invention in the United States and all foreign countries, as described in the aforesaid applications, and to the aforesaid applications and any other regular patent applications to be filed that claim priority therefrom, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres,

ASSIGNOR hereby authorizes and request the Commissioner of Patents and Trademarks to issue any Letters Patent for said invention to ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns, and legal representatives. It is understood and agreed that ASSIGNEE'S attorneys Nixon & Vanderhye P.C. have represented only ASSIGNEE and will continue to represent only ASSIGNEE with respect to this invention.

And, ASSIGNOR hereby agrees to transfer a like interest upon request of said ASSIGNEE, its successors, assigns, and legal representatives, and without further remuneration, in and to any improvements, and applications for patents based thereon, growing out of or related to the said invention; and to execute any papers by ASSIGNEE, its successors, assigns, and legal representatives, deemed essential to ASSIGNEE's full protection and title in and to the invention hereby transferred.

Agreeing, further upon request of ASSIGNEE, and without further remuneration, to execute any and all papers desired by ASSIGNEE, for the filing and granting of regular and foreign applications and the perfecting of title thereto in ASSIGNEE.

AGREED and executed as noted below:

May 26, 2010

Date

Yoshiomi KURISU

Yoshiomi KURISU and

May 26, 2010

Date

Hironao OOTSUBO

Hironao OOTSUBO