

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNMENT														
CONVEYING PARTY DATA															
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Philip MARIVOET</td><td>03/18/2010</td></tr><tr><td>Andreas PAPASPYROPOULOS</td><td>03/18/2010</td></tr><tr><td>Christopher RUTHERFORD</td><td>03/18/2010</td></tr><tr><td>Olivier ELSHOCHT</td><td>03/18/2010</td></tr><tr><td>Jaqueline MALLET</td><td>03/18/2010</td></tr><tr><td>Tom HOSTYN</td><td>03/18/2010</td></tr></tbody></table>		Name	Execution Date	Philip MARIVOET	03/18/2010	Andreas PAPASPYROPOULOS	03/18/2010	Christopher RUTHERFORD	03/18/2010	Olivier ELSHOCHT	03/18/2010	Jaqueline MALLET	03/18/2010	Tom HOSTYN	03/18/2010
Name	Execution Date														
Philip MARIVOET	03/18/2010														
Andreas PAPASPYROPOULOS	03/18/2010														
Christopher RUTHERFORD	03/18/2010														
Olivier ELSHOCHT	03/18/2010														
Jaqueline MALLET	03/18/2010														
Tom HOSTYN	03/18/2010														
RECEIVING PARTY DATA															
Name:	SONY CORPORATION														
Street Address:	1-7-1 Konan Minato-ku														
City:	Tokyo														
State/Country:	JAPAN														
Postal Code:	108-0075														
PROPERTY NUMBERS Total: 1															
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12698573</td></tr></tbody></table>		Property Type	Number	Application Number:	12698573										
Property Type	Number														
Application Number:	12698573														
CORRESPONDENCE DATA															
Fax Number: (703)413-2220 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
Phone: (703) 413-3000															
Email: mkassaye@oblon.com															
Correspondent Name: Oblon, Spivak, et al.															
Address Line 1: 1940 Duke Street															
Address Line 4: Alexandria, VIRGINIA 22314															
ATTORNEY DOCKET NUMBER:	354281US														
NAME OF SUBMITTER:	Mesfin Kassaye														

OP \$40.00 12698573

501230571

PATENT
REEL: 024673 FRAME: 0018

Total Attachments: 2

source=354281USAssignment#page1.tif

source=354281USAssignment#page2.tif

ASSIGNMENT OF PATENT APPLICATION

(Inventors)

(1) Philip MARIVOET a citizen of Belgium of:
Hoegaardenstraat 40 3300 Tienen Belgium(2) Andreas PAFASPYROPOULOS a citizen of Greece of:
Rue Marnett 10-1000 Brussels Belgium(3) Christopher RUTHERFORD a citizen of United Kingdom of:
Avenue Albert Giraud 88 1030 Schaerbeek Belgium(4) Olivier ELSHOCHT a citizen of Belgium of:
Rue des Egyptiens 23 1050 Bruxelles Belgium(5) Jaqueline MALLET a citizen of United Kingdom of:
Rue Marnett 10-1000 Brussels Belgium(6) Tom HOSTYN a citizen of Belgium of:
Koksbe 17 1501 Halle BelgiumICLAPPARTIGUR 18
REYKJAVIK 101
ICELAND

In consideration of the sum of one dollar (\$1.00) and other good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby does assign, transfer and set over to

(Assignee) (5)

SONY CORPORATION

(Address) (6) of

1-7-1 Konan Minato-ku Tokyo 108-0075 Japan

(hereinafter designated as the Assignee) the entire right, title and interest for the United States, its territories, dependencies and possessions, and for the country of

(Other Countries)

(7) _____ in the invention, and all applications for patent and any Letters Patent which may be granted therefor, known as

(Title)

(8) DISTRIBUTION SYSTEM AND METHOD OF DISTRIBUTING (Case No)
CONTENT FILES

for which the undersigned has (have) executed on even date herewith an application for patent in the United States of America or, if not on even date, then has executed

(9) on _____ or has already filed in

(10) U.S. appln Serial Number 12/698,573 filed on February 2, 2010

(11) The undersigned acknowledges an obligation of assignment of this invention to said assignee at the time the invention was made

1) The undersigned agree(s) to execute all papers and documents necessary in connection with the application or any interference which may be declared and any continuing or divisional applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient and further to perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.

2) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of valid United States patent to the Assignee.

3) The undersigned hereby authorize(s) and request(s) the Communication of Patents to issue any and all Letters patent of the United States resulting from said application or any division or divisions or continuing thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed and will not execute, any agreement in conflict herewith.

4) The undersigned hereby grant(s) the firm of Oblen Spivak McClelland Maier & Neustadt, L.L.P. the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent Office for recordation of this document.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned signature(s).

Date 18/03/2010 Signature of Inventor _____ (1)Date 18/03/2010 Signature of Inventor _____ (2)Date 18/03/2010 Signature of Inventor _____ (3)Date 18/3/2010 Signature of Inventor _____ (4)

Date 12/3/2010 Signature of Inventor [Signature] (5)

Date 12/3/2010 Signature of Inventor [Signature] (6)

Witnessed by

Witness [Signature] Date 12/3/2010

Witness [Signature] Date 12/3/2010