

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Jeffrey R. Stafford</td> <td>07/07/2010</td> </tr> <tr> <td>Yunpeng Zhu</td> <td>07/07/2010</td> </tr> <tr> <td>Steven Osman</td> <td>07/07/2010</td> </tr> </tbody> </table>		Name	Execution Date	Jeffrey R. Stafford	07/07/2010	Yunpeng Zhu	07/07/2010	Steven Osman	07/07/2010		
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Sony Computer Entertainment Inc.</td> </tr> <tr> <td>Street Address:</td> <td>2-6-21 Minami-Aoyama</td> </tr> <tr> <td>City:</td> <td>Minato-ku, Tokyo</td> </tr> <tr> <td>State/Country:</td> <td>JAPAN</td> </tr> <tr> <td>Postal Code:</td> <td>107-0062</td> </tr> </table>		Name:	Sony Computer Entertainment Inc.	Street Address:	2-6-21 Minami-Aoyama	City:	Minato-ku, Tokyo	State/Country:	JAPAN	Postal Code:	107-0062
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CORRESPONDENCE DATA											
<p>Fax Number: (925)472-8895</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 415-576-0200</p> <p>Email: Docket@Townsend.com</p> <p>Correspondent Name: TOWNSEND AND TOWNSEND AND CREW, LLP</p> <p>Address Line 1: TWO EMBARCADERO CENTER</p> <p>Address Line 2: EIGHTH FLOOR</p> <p>Address Line 4: SAN FRANCISCO, CALIFORNIA 94111-3834</p>											
ATTORNEY DOCKET NUMBER:	026340-007300US										
NAME OF SUBMITTER:	Mark Mathison										
<p>Total Attachments: 2</p> <p>source=2010_07_13_ASMT_026340-007300US#page1.tif</p>											

CH \$40.00 12835657

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PATENT
REEL: 024679 FRAME: 0279

ASSIGNMENT OF PATENT APPLICATION

JOINT

WHEREAS, Jeffrey R. Stafford of Redwood City, CA, Yumpeng Zhu of Foster City, CA and Steven Osman of San Francisco, CA, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: SUPPLEMENTAL VIDEO CONTENT ON A MOBILE
DEVICE

Date(s) of execution of Declaration:

Filing Date:

Application No.: ; and

WHEREAS, Sony Computer Entertainment Inc., a Japan-based corporation, located at 2-6-21 Minami-Aoyama, Minato-ku, Tokyo, 107-0062, Japan, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

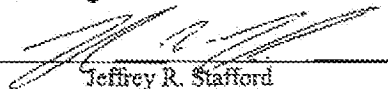
For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignor, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Assignors hereby authorize and request Townsend and Townsend and Crew LLP, Two Embarcadero Center, Eighth Floor, San Francisco, CA 94111-3834, to insert herein above the application number and filing date of said application when known.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Dated: 7/7/2010


Jeffrey R. Stafford

Dated: 7/07/2010

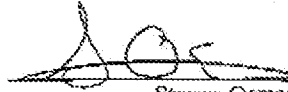

Yumpeng Zhu

Assignment

Attorney Docket No.: 026340-007300US

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Dated: 7/7/10


Steven Osman

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