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To the Director of the U S Patent and Trademark Office
Documents or the new address(es) below.

1. Name of conveying party(ies):
Tomoaki Handa (12/08/2010), Naobumi Toyomura (12/09/2010), Hideki Sugimoto (12/17/2010), and Katsuhide Uchino (12/10/2010)
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name Sony Corporation
Internal Address: _____
Street Address: _____
1-7-1 Konan
Minato-Ku, Tokyo
108-0075
JAPAN
City _____
State _____
Country _____ Zip _____
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance/Execution Date(s):
Execution Date(s) in parentheses after inventor name
 Assignment Merger Change of Name
 Security Agreement Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

4. Application or patent number(s):
A Patent Application No (s)
This application
B Patent No (s)
 This document is being filed together with a new application
Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:
Name Christopher M Tobin
RADER, FISHMAN & GRAUER PLLC
Internal Address Atty Dkt SON-4707
Street Address 1233 20th Street, N W
Suite 501
City Washington
State DC Zip 20036
Phone Number (202) 955-3750
Fax Number (202) 955-3751
Email Address cmf@raderfishman.com

6. Total number of applications and patents involved: 1
7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00
 Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information
Deposit Account Number 18-0013
Authorized User Name Christopher M. Tobin

9. Signature:

Signature
Date January 3, 2011
Name of Person Signing Christopher M. Tobin - 40,290
Total number of pages including cover sheet, attachments, and documents 3

ASSIGNMENT

WHEREAS, I, as below named inventors, residing at the addresses stated next to our names, am a sole inventor (if only one name is listed below) or a joint inventor (if plural names are listed below) of certain new and useful improvements in **DISPLAY DEVICE, DRIVING METHOD OF DISPLAY DEVICE, AND DRIVING METHOD OF DISPLAY ELEMENT**

for which application for Letters Patent of the United States of America was executed by me on the date indicated next to my name and address;

AND WHEREAS, SONY CORPORATION, a Japanese corporation, with offices at 1-7-1 Konan, Minato-ku, Tokyo, Japan (hereinafter referred to as ASSIGNEE) is desirous of acquiring all interest in, to and under said invention, said application disclosing the invention and in, to and under any Letters Patent or similar legal protection which may be granted therefor in the United States and in any and all foreign countries;

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, as a sole or joint inventor as indicated below, by these presents do hereby assign, sell and transfer unto the said ASSIGNEE, its successors, assigns, and legal representatives, the entire right, title and interest in the said invention, said application, including any divisions and continuations thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted for said invention, and in and to any and all priority rights and/or convention rights 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, and to any other benefits accruing or to accrue to me with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, and I hereby authorize and request the Commissioner of Patents to issue the said United States Letters Patent to said ASSIGNEE, as the assignee of the whole right, title and interest thereto;

And I further agree to execute all necessary or desirable and lawful future documents, including assignments in favor of ASSIGNEE or its designee, as ASSIGNEE or its successors, assigns and legal representatives may from time-to-time present to me and without further remuneration, in order to perfect title in said invention, modifications, and improvements in said invention, applications and Letters Patent of the United States and countries foreign thereto;

And I further agree to properly execute and deliver and without further remuneration, such necessary or desirable and lawful papers for application for foreign patents, for filing subdivisions of said application for patent, and or, for obtaining any reissue or reissues of any Letters patent which may be granted for my aforesaid invention, as the ASSIGNEE thereof shall hereafter require and prepare at its own expense;

And I further agree that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to me and will testify as to the same in any interference or litigation related thereto;

And I hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

And I hereby authorize and request my attorney(s) of record in this application to insert the serial number and filing date of this application in the spaces that follow. Serial Number. _____, Filing Date: _____

This assignment executed on the dates indicated below.

TOMOAKI HANDA	_____	_____
Name of first or sole inventor	TOKYO JAPAN	Execution date of U.S. Patent Application
Residence of first or sole inventor	<i>Tomoaki Handa</i>	<i>December 8, 2010</i>
Signature of first or sole inventor	_____	Date of this assignment
NAOBUMI TOYOMURA	_____	_____
Name of second inventor	KANAGAWA JAPAN	Execution date of U.S. Patent Application
Residence of second inventor	<i>Naobumi Toyomura</i>	<i>Dec 9, 2010</i>
Signature of second inventor	_____	Date of this assignment
HIDEKI SUGIMOTO	_____	_____
Name of third inventor	KANAGAWA JAPAN	Execution date of U.S. Patent Application
Residence of third inventor	<i>Hideki Sugimoto</i>	<i>Dec 17, 2010</i>
Signature of third inventor	_____	Date of this assignment

ADDITIONAL INVENTOR(S)

KATSUHIDE UCHINO

Name of fourth inventor

KANAGAWA JAPAN

Residence of fourth inventor

Katsuhide Uchino
Signature of fourth inventor

Execution date of U.S. Patent Application

Dec 10, 2010
Date of this assignment

Name of fifth inventor

Execution date of U.S. Patent Application

Residence of fifth inventor

Signature of fifth inventor

Date of this assignment

Name of sixth inventor

Execution date of U.S. Patent Application

Residence of sixth inventor

Signature of sixth inventor

Date of this assignment

Name of seventh inventor

Execution date of U.S. Patent Application

Residence of seventh inventor

Signature of seventh inventor

Date of this assignment

Name of eighth inventor

Execution date of U.S. Patent Application

Residence of eighth inventor

Signature of eighth inventor

Date of this assignment

Name of ninth inventor

Execution date of U.S. Patent Application

Residence of ninth inventor

Signature of ninth inventor

Date of this assignment