

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Dong Wook KIM	04/28/2011
Ron DIAZ	04/28/2011
Tanmay AGNIHOTRI	04/28/2011
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	
Property Type	Number
Application Number:	13099336
CORRESPONDENCE DATA	
Fax Number: (312)277-2397 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 8585531311 Email: BMatthew@fitcheven.com Correspondent Name: Benjamin B. Matthew Address Line 1: 120 South LaSalle Street Address Line 2: Suite 1600 Address Line 4: Chicago, ILLINOIS 60603	
ATTORNEY DOCKET NUMBER:	7114-95659-US
NAME OF SUBMITTER:	Benjamin B. Matthew
Total Attachments: 3 source=95659_Assignment#page1.tif source=95659_Assignment#page2.tif source=95659_Assignment#page3.tif	

CH \$40.00 13099336

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PATENT
 REEL: 026215 FRAME: 0458

ASSIGNMENT

WHEREAS, I, as a below named inventor, am a joint inventor of certain new and useful improvements in

NETWORK DIGITAL SIGNAGE SOLUTION
Provisional Patent Application No. 61/411,152 filed November 8, 2010, and
Nonprovisional Patent Application, filed concurrently herewith,

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 WHEREAS, Sony Corporation, a Japanese corporation with offices at 1-7-1 Konan, Minato-ku, Tokyo, 108-0075, Japan (hereinafter referenced as ASSIGNEE) is desirous of acquiring all interest in, to and under said invention, said application(s) disclosing the invention and in, to and under any Letters Patent or similar legal protection which may be granted therefore 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(s), 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;

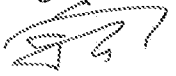
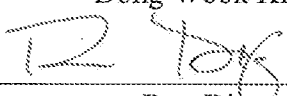
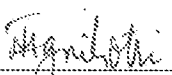
And I further agree that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to me and will testify as to the same in 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 execution date, serial number and filing date of this application in the spaces that follow:

Serial Number: _____, Filing Date: _____.

This assignment is being executed on the date indicated below.

 _____ Dong Wook Kim	Dated: <u>April / 28 / 2011</u>
 _____ Ron Diaz	Dated: <u>April 28 2011</u>
 _____ Tanmay Agnihotri	Dated: <u>4/28/2011</u>

State of CALIFORNIA)

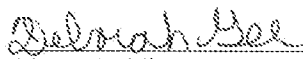
) ss.

County of SAN DIEGO)

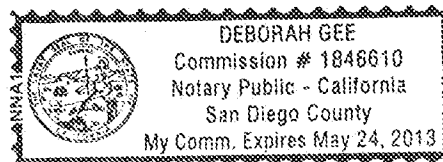
On 4-28-2011 before me, Deborah Gee, Notary Public, personally appeared DONG WOOK KIM who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

Witness my hand and office seal.



 Notary Public



State of CALIFORNIA)

) ss.

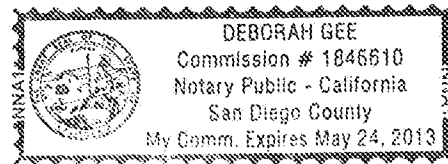
County of SAN DIEGO)

On 4-28-2011 before me, Deborah Gee Notary Public, personally appeared RON DIAZ who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Witness my hand and office seal.



Deborah Gee
Notary Public

State of CALIFORNIA)

) ss.

County of SAN DIEGO)

On 4-28-2011 before me, Deborah Gee Notary Public, personally appeared TANMAY AGNIHOTRI who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

Witness my hand and office seal.

Deborah Gee
Notary Public

