Form PTO-1595 (Rev. 09/ 04) OME No. 0651-0027 (exp. 6/30/2005)	U.S. DEPARTMENT OF COMMERCI United States Patent and Trademark Offic	
RECORDATION FORM COVER SHEET		
PATENTS ONLY		
To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.		
1. Name of conveying party(les)/Execution Date(s):	2. Name and address of receiving party(les)	
JED ASHFORTH (03/06/2011), SIMON BARLOW (03/16/2011), SCOTT KIRKLAND (03/21/2011), AND MATT SOUTHERN (03/16/2011)	SONY COMPUTER ENTERTAINMENT EUROPE Name: LIMITED	
Execution Date(s): in parentheses after Inventor name	Street Address:	
Additionel name(s) of conveying party(les) attached? Yes XNO 3. Nature of Conveyance: X Assignment Merger	 10 Great Marlborough Street LONDON W1F 7LP UNITED KINGDOM 	
Security Agreement Change of Name	Cily:	
Government Interest Assignment	State:	
Executive Order 9424, Confirmalory License	Country: Zip:	
	Additional name(s) & address(es)	
	- attached:	
 Application or patent number(s): A. Patent Application No.(s) 12/979,710 	This document is being filed together with a new application. B. Patent No.(s)	
Additional numbers attache 5. Name and addreas to whom correspondence		
concerning document should be malled:	6. Total number of applications and patents involved:	
Name: Andrew T. Zidel LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK, LLP	7. Total fee (37 CFR 1.21(h) & 3.41) \$40.00	
Internal Address: Atty, Dkt.; DYOUNG 3.0-059	Authorized to be charged by credit card	
Street Address: 600 South Avenue West	X Authorized to be charged to deposit account Enclosed Image: Second	
City: Westfield	8. Payment information	
State: NJ Zip:07090	a. Credit Card Last 4 Numbers	
Phone Number: (908) 518-6385	Expiration Date	
Fax Number: (908) 654-0415	b. Deposit Account Number 12-1095	
Email Address: azidel@ldlkm.com	Authorized User Name Andrew T. Zidel	
9. Signature:	May 24, 2011	
Signature V	Date	
Andrew T. Zidel - 45,256 Name of Person Signing	Total number of pages including cover 5 sheet, attachments, and documents; 5	

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ASSIGNMENT OF PATENT APPLICATION

Docket Number (Optional)

DYOUNG 3.0-059

WHEREAS, I, <u>Jud Astriorth</u> of <u>nio Sony Computer Entertainment Europe Limited: 10 Mariborouph Street:</u> LONDON: WIF 7LP: UNITED KINGDOM, have invented or discovered inventions or discoveries, the subject matter of which is described in the patient application entitled "NEDIA VIEWING" (hereafter "Putent Application").

X WHEREAS (If the left box is checked), the Petert Application was filed with the U.S. Patent and Trademark Office on <u>December 28, 2010</u>, Application Number <u>12/979,710</u>, and

(and whereas I hereby authorize Lemar, David, Littenberg, Krumhotz & Mantiik, LLP, to insert in here in brackets (Application No. ______, filed on ______) the application number and filing date of the application when known), and

WHEREAS, <u>Sony Computer Entertainment Europe Limited</u>, incorporated or otherwise formed in <u>Linited</u> <u>Kingdom</u> and having a place of business at <u>10 Great Mariboroush Street LONDON: W1F 7LP: UNITED KINGDOM</u> (Investigate) is desirous of acquising, or has acquired and is desirous of memorializing its acquisition further harsin, the entire right, title and interest in same;

NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I some as follows. I agree to assign, and hereby do assign, to the assignee my entire right, this and interest in and to the Assigned Applications in the United States of America and all other countries, where "Assigned Applications" means the Patent Application, including any and all invantions, discoveries and other subject matter described therein, any divisionst, continuation, continuation-in-part, subsitute, release, re-examination or other application calming priority or benefit to the Patent Application pursuant to any law or treaty, and any potent issuing from the foregoing. I agree to easign, and hereby do assign, to assigns the right to claim such priority or benefit. I have not provided, nor am I swere of an obligation to convey, my rights in the Assigned Applications to a third party. I hereby subtorize the U.S. Patent and Trademark Office, and any other governmental agency in the world, to issue to easignees all patents resulting from the Assigned Applications, and brows of an obligation to convey, my rights in the Assigned Applications to a third party. I hereby subtorize the U.S. Patent and Trademark Office, and any other governmental agency in the world, to issue to easignees all patents resulting from the Assigned Applications, and to record assignee's concerning properties and to provide other cooperation, such as testimony, as may be reasonably required to evidence or protect assignee's rights in the Assigned Applications. Assignee may assign or transfer all or part of its rights at forth herein in its cold active cooperation, such as testimony, as may be reasonably required to evidence or protect assignee's rights in the Assigned Applications. Assignee may assign or transfer all or part of its rights sat forth herein in its acte discretion. I agree that the assignee may assign to transfer all or part of its any other indicts of its acceptance of the provision herein (if any provision herein is un

06 MALCH 2011 (Date)

LGIBBONS

Printed Name of Witness

Gignisture

PATENT REEL: 026344 FRAME: 0539

ASSIGNMENT OF PATENT APPLICATION	Docket Number (Optional) DYOUNG 3.0-059		
WHEREAS, I, <u>Simon Berlow</u> of <u>c/o Sonv Computer Entertainment Europe Limited: 10 Mariboroush Street;</u> LONDON: W1E 7LP: UNITED KINGDOM, have invented or discovered inventions or discoveries, the subject matter of which is described in the patent application entitled "MEDIA VIEWING" (hereafter "Patent Application"),			
X WHEREAS (If the left box is checked), the Patent Application was filed with the U.S. Patent and Trademark Office on <u>December 28, 2010</u> , Application Number <u>12/979,710</u> , and			
WHEREAS (if the tell box is checked), the Patent Application names the following Inventors: (and whereas I hereby authorize Lemer, David, Littenberg, Krumhotz & Mantilk, LLP, to insert in here in brackets [Application No, filed on] the application number and filing date of the application when known), and			
WHEREAS, <u>Sonv Computer Entertainment Europe Limited</u> , <u>Kinadom</u> and having a place of business at <u>10 Great Mariborough St</u> (hereafter, the "assignee") is desirous of acquiring, or has acquired an further herein, the entire right, title and interest in same;	MALLONDON: WIE 7LP: UNITED KINGDOM		
NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, i agree as follows. I agree to easign, and hereby do assign, to the assignee my entire right, tille and interest in and to the Assigned Applications in the United States of America and ell other countrias, where "Assigned Applications" means the Patent Application, including any and all inventions, discoveries and other subject matter described therein, any divisional, continuation, continuation-in-part, substitute, release and any patent issuing from the foregoing. I agree to assign, and hereby do assign, to assignee the right to claim such priority or benefit, i have not previously conveyed, nor am I aware of an obligation to convey, my rights in the Assigned Applications to a third party. I hereby authorize the U.S. Patent and Trademark Office, and any other governmental agency in the world, to issue to assignee all patents resulting from the Assigned Applications, to execute and deliver documents prepared at assignee's reasonable request I agree, without further remunaration, as may be reasonably required to evidence or protect assignee'r rights in the Assigned Applications. Assignee may assign or transfer all or part of its rights set forth herein in its sole discretion. I agree that the assignee may affic its signature to the document as well as any other indica of its acceptance of the provisions hereof. If any provision herein is unenforceable, the requirements of the provision shall remain to the full extent parmissible by law and the offending portions thereof is acceptance of the provisions hereof. If any provision herein is unenforceable, the requirements of the provision shall remain to the full extent parmissible by law and the offending portions thereof is acceptance of the provision most closely reflecting the purpose of the offending provision.			
16/03/2011	S.F.d		
Signature of Witness Device Dana (La I) Printed Name of Witness	(Signature)		

PATENT REEL: 026344 FRAME: 0540

Docket Number (Optional) ASSIGNMENT OF PATENT APPLICATION **DYOUNG 3.0-059** WHEREAS, I, Scott Kirkland of c/o Sony Computer Entertainment Europe Limited: 10 Mariborough Street; LONDON: W1F 7LP: UNITED KINGDOM, have invented or discovered inventions or discoveries, the subject matter of which is described in the patent application entitled "MEDIA VIEWING" (hereafter "Patent Application"), X WHEREAS (If the left box is checked), the Patent Application was filed with the U.S. Patent and Trademark Office on December 28, 2010, Application Number 12/979,710, and WHEREAS (if the loft box is checked), the Patent Application names the following inventors: (and whereas I hereby authorize Lemer, David, Littenberg, Krumholz & Mentlik, LLP, to Insert in here in brackets Application No. ____. Eled on __) the application number and filing date of the application when known), and WHEREAS, Bony Computer Entertainment Europe Limited, incorporated or otherwise formed in United Kingdom and having a place of business at 10 Great Mariborough Street LONDON; W1F ZLP: UNITED KINGDOM (hereafter, the "essignee") is desirous of acquiring, or has acquired and is desirous of memorializing its acquisition further hansin, the entire right, title and interest in same: NOW, THEREFORE, for good and valuable consideration the receipt of which is hareby acknowledged, I agree as follows. I agree to assign, and hereby do assign, to the assignce my entire right, title and interest in and to the Assigned Applications in the United States of America and all other countries, where "Assigned Applications" means the Patent Application, including any and all inventions, discoveries and other subject matter described therein, any divisional, continuation, continuation-in-part, substitute, reissue, re-examination or other application claiming priority or benafit to the Patient Application pursuant to any law or yosty, and any patient issuing from the foregoing. I agree to assign, and hereby do assign, to assignee the right to claim such priority or benefit. I have not previously conveyed, nor am I aware of an obligation to convey, my rights in the Assigned Applications to a third party. I hereby authorize the U.S. Patent and Trademark Office, and any other governmental agency in the world, to issue to assignce all patents resulting from the Assigned Applications and to record assignce's ownership thereof. At satignes's reasonable request I agree, without further remuneration, to execute and deliver documents prepared at assignes's expanse and to provide other cooperation, such as tastimony, as may be reasonably required to evidence or protect exsignes's rights in the Assigned Applications. Assignee may assign or transfer all or part of its rights set forth herein in its sole discretion. I agree that the assignce may affly its signature to this document as well as any other indicis of its acceptance of the provisions hareof. If any provision herein is unenforceable, the requirements of the provision shall remain to the full extent permissible by taw and the offending portions thereof shall be deemed replaced, to the extent possible, with a provision most closely reflecting the purpose of the offending provision, 3/ 1 S.K-(Date) (Signature) ture of Witness MARK LOWAS Printed Name of Witness

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PATENT REEL: 026344 FRAME: 0541

	Docket Number (Optional)	
ASSIGNMENT OF PATENT APPLICATION	DYOUNG 3.0-059	
WHEREAS, I, Matt Southern of c/o Sony Computer Ententialment Europe Limited: 10 Mariboroush Street; LONDON: WIF 7LP: UNITED KINGDOM, have invented or discovered inventions or discoveries, the subject matter of which is described in the patent application entitled "MEDIA VIEWING" (hereafter "Petent Application"). Image: Computer Street		
previously conveyed, nor am I aware of an obligation to convay, my rights in the Assigned Applications to a third party. I hereby authorize the U.S. Patent and Trademark Office, and any other governmental agency in the world, to issue to assignee all patents resulting from the Assigned Applications and to record assignee's ownership thereof. At assignee's reasonable request I agree, without further remuneration, to execute and deliver documents prepared at assignee's expense and to provide other cooperation, such as testimony, as may be reasonably required to evidence or protect essignee's rights in the Assigned Applications. Assignee may assign or transfer all or part of its rights set forth herein in its sole discretion. I agree that the assignee may affix its signature to this document a well as any other indicis of its acceptance of the provisions hereof. If any provision herein is unenforceable, the requirements of the provision shall remain to the full extent permissible by law and the offending portions thereof shall be deemed replaced, to the extent possible, with a provision most closely reflecting the purpose of the offending provision.		
	_	
16 3 11	M. south	
(Date)	(Signatura)	
Signature of Witness S. Doru SAV AND Printed Name of Wilness		
L		

RECORDED: 05/24/2011