

Form **PTO-1595** (Rev. 09/04)
OMB No. 0851-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

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(ies)/Execution Date(s):

JED ASHFORTH (03/06/2011), SIMON
BARLOW (03/16/2011), SCOTT KIRKLAND
(03/21/2011), AND MATT SOUTHERN
(03/16/2011)

Execution Date(s): in parentheses after inventor name

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of Conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

SONY COMPUTER
ENTERTAINMENT EUROPE
LIMITED

Name: _____

Internal Address: _____

Street Address: _____

10 Great Marlborough Street
LONDON
W1F 7LP
UNITED KINGDOM

City: _____

State: _____

Country: _____ Zip: _____

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. 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 attached? ☐ Yes ☒ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Andrew T. Zidel
LERNER, DAVID, LITTENBERG,
KRUMHOLZ & MENTLIK, LLP

Internal Address: Atty. Dkt.: DYOUNG 3.0-059

Street Address: 600 South Avenue West

City: Westfield

State: NJ Zip: 07090

Phone Number: (908) 518-6385

Fax Number: (908) 654-0415

Email Address: azidel@ldlkm.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 by credit card
☒ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

- a. Credit Card Last 4 Numbers _____
Expiration Date _____
b. Deposit Account Number 12-1095
Authorized User Name Andrew T. Zidel

9. Signature:



Signature

May 24, 2011

Date

Andrew T. Zidel - 45,256
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

5

ASSIGNMENT OF PATENT APPLICATION	Docket Number (Optional) DYOUNG 3.0-059
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WHEREAS, I, Jed Ashford of c/o Sony Computer Entertainment Europe Limited, 10 Marlborough 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"),


☒ 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

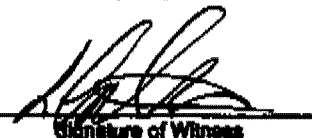
☐ WHEREAS (if the left box is checked), the Patent Application names the following inventors: (and whereas I hereby authorize Lerner, David, Litnberg, Krumholz & Mantik, LLP, to insert in here in brackets [Application No. _____, filed on _____] the application number and filing date of the application when known), and

WHEREAS, Sony Computer Entertainment Europe Limited, incorporated or otherwise formed in United Kingdom and having a place of business at 10 Great Marlborough Street, LONDON: W1F 7LP: UNITED KINGDOM (hereafter, the "assignee") is desirous of acquiring, or has acquired and is desirous of memorializing its acquisition further herein, the entire right, title and interest in same;


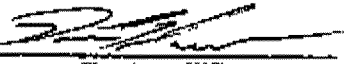
NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I agree as follows. I agree to assign, and hereby do assign, to the assignee my entire right, title and interest in and to the Assigned Applications in the United States of America and all other countries, 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 benefit to the Patent Application pursuant to any law or treaty, 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 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 assignee'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 as well as any other indicia 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.

06 MARCH 2011
 (Date)


 (Signature)


 Signature of Witness

L GIBSON
 Printed Name of Witness

ASSIGNMENT OF PATENT APPLICATION	Docket Number (Optional) DYOUNG 3.0-058
<p>WHEREAS, I, <u>Simon Barlow of c/o Sony Computer Entertainment Europe Limited, 10 Marlborough Street, LONDON: W1F 7LP: UNITED KINGDOM</u>, have invented or discovered inventions or discoveries, the subject matter of which is described in the patent application entitled "MEDIA VIEWING" (hereafter "Patent Application"),</p> <p><input checked="" type="checkbox"/> 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</p> <p><input type="checkbox"/> WHEREAS (if the left box is checked), the Patent Application names the following inventors: (and whereas I hereby authorize Lerner, David, Uttenberg, Krumholz & Mantlik, LLP, to insert in here in brackets [Application No. _____, filed on _____] the application number and filing date of the application when known), and</p> <p>WHEREAS, <u>Sony Computer Entertainment Europe Limited</u>, incorporated or otherwise formed in <u>United Kingdom</u> and having a place of business at <u>10 Great Marlborough Street, LONDON: W1F 7LP: UNITED KINGDOM</u> (hereafter, the "assignee") is desirous of acquiring, or has acquired and is desirous of memorializing its acquisition further herein, the entire right, title and interest in same;</p> <p>NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I agree as follows. I agree to assign, and hereby do assign, to the assignee 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 benefit to the Patent Application pursuant to any law or treaty, 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 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 assignee'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 as well as any other indicia 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.</p> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;"> <u>16/03/2011</u> (Date) </div> <div style="text-align: center;">  (Signature) </div> </div> <div style="margin-top: 20px;"> <div style="text-align: center;">  Signature of Witness </div> <div style="text-align: center; margin-top: 10px;"> <u>David Barak</u> Printed Name of Witness </div> </div>	

ASSIGNMENT OF PATENT APPLICATION	Docket Number (Optional) DYOUNG 3.0-059
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WHEREAS, I, Scott Kirkland of c/o Sony Computer Entertainment Europe Limited: 10 Marlborough 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"),

☒ 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 left box is checked), the Patent Application names the following inventors: (and whereas I hereby authorize Lerner, David, Littenberg, Krumholz & Mentlik, LLP, to insert in here in brackets [Application No. _____, filed on _____] the application number and filing date of the application when known), and

WHEREAS, Sony Computer Entertainment Europe Limited, incorporated or otherwise formed in United Kingdom and having a place of business at 10 Great Marlborough Street: LONDON: W1F 7LP: UNITED KINGDOM (hereafter, the "assignee") is desirous of acquiring, or has acquired and is desirous of memorializing its acquisition further herein, the entire right, title and interest in same:

NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I agree as follows. I agree to assign, and hereby do assign, to the assignee 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 benefit to the Patent Application pursuant to any law or treaty, 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 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 assignee'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 as well as any other indicia 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.

21/3/11 (Date) S. Kirkland (Signature)

M. Lerner (Signature of Witness)
MARK LORAS (Printed Name of Witness)

ASSIGNMENT OF PATENT APPLICATION	Docket Number (Optional) DYOUNG 3.0-059
<p>WHEREAS, I, <u>Matt Southern of c/o Sony Computer Entertainment Europe Limited, 10 Marlborough Street, LONDON, W1F 7LP, UNITED KINGDOM</u>, have invented or discovered inventions or discoveries, the subject matter of which is described in the patent application entitled "MEDIA VIEWING" (hereafter "Patent Application"),</p> <p><input checked="" type="checkbox"/> 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</p> <p><input type="checkbox"/> WHEREAS (if the left box is checked), the Patent Application names the following inventors: (and whereas I hereby authorize Lerner, David, Litzenberg, Krumholz & Mentlik, LLP, to insert in here in brackets [Application No. _____, filed on _____] the application number and filing date of the application when known), and</p> <p>WHEREAS, <u>Sony Computer Entertainment Europe Limited, incorporated or otherwise formed in United Kingdom and having a place of business at 10 Great Marlborough Street, LONDON, W1F 7LP, UNITED KINGDOM</u> (hereafter, the "assignee") is desirous of acquiring, or has acquired and is desirous of memorializing its acquisition further herein, the entire right, title and interest in same;</p> <p>NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, I agree as follows. I agree to assign, and hereby do assign, to the assignee 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 benefit to the Patent Application pursuant to any law or treaty, 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 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 assignee'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 as well as any other indicia 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.</p> <p><u>16/3/11</u> (Date)</p> <p><u>M. Southern</u> (Signature)</p> <p><u>[Signature]</u> Signature of Witness</p> <p><u>S. DONOVAN</u> Printed Name of Witness</p>	