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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):

DAISUKE YAMAMOTO (04/22/2011),
ATSUSHI MATSUTANI (04/22/2011), AND
TOSHISADA ISHII (05/09/2011)

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)

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

4. Application or patent number(s):

A. Patent Application No.(s)

13/150,642

Additional numbers attached? ☐ Yes ☒ No

☐ This document is being filed together with a new application.

B. Patent No.(s)

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

Name: Dennis M. Smid, Esq.
LERNER, DAVID, LITTENBERG,
KRUMHOLZ & MENTLIK, LLP

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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

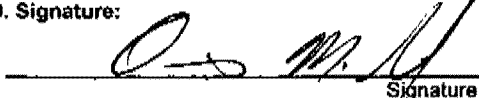
a. Credit Card Last 4 Numbers _____

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Authorized User Name Dennis M. Smid, Esq.

9. Signature:


Signature

June 1, 2011

Date

Dennis M. Smid, Esq. - 34,930
Name of Person Signing

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

3

Attorney Docket No. SONYJP 3.0-2536
SONY Ref. No.: SIIP1043US00

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 CONTROL APPARATUS, DISPLAY CONTROL METHOD, DISPLAY CONTROL PROGRAM, AND
RECORDING MEDIUM STORING THE DISPLAY CONTROL PROGRAM**
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: 13/150,642 Filing Date: June 1, 2011

This assignment executed on the dates indicated below.

DAISUKE YAMAMOTO

Name of first or sole inventor

TOKYO JAPAN

Residence of first or sole inventor

Daisuke Yamamoto

Signature of first or sole inventor

Execution date of U.S. Patent Application

April 22, 2011

Date of this assignment

ATSUSHI MATSUTANI

Name of second inventor

TOKYO JAPAN

Residence of second inventor

Atsushi Matsutani

Signature of second inventor

Execution date of U.S. Patent Application

April 22, 2011

Date of this assignment

TOSHISADA ISHII

Name of third inventor

TOKYO JAPAN

Residence of third inventor

Toshisada Ishii

Signature of third inventor

Execution date of U.S. Patent Application

May 9, 2011

Date of this assignment