

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT

**CONVEYING PARTY DATA**

Name	Execution Date
Seth Guy Hill	06/04/2011
Djung Nguyen	06/07/2011
Aravind Babu Asam	06/07/2011
Xudong Yu	06/07/2011
Nobukazu Sugiyama	06/07/2011
Dongwook Kim	06/07/2011
Eric Hsiao	06/06/2011
Dipendu Saha	06/06/2011
Tanmay Agnihotri	06/06/2011
William Arthur Schupp	06/06/2011

**RECEIVING PARTY DATA**

<b>Name:</b>	Sony Corporation
<b>Street Address:</b>	1-7-1 Konan
<b>Internal Address:</b>	Minato-ku
<b>City:</b>	Tokyo
<b>State/Country:</b>	JAPAN
<b>Postal Code:</b>	108-0075

**PROPERTY NUMBERS Total: 1**

Property Type	Number
<b>Application Number:</b>	13155881

**CORRESPONDENCE DATA**

**Fax Number:** (619)338-8078  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 619-338-8075  
**Email:** Jennifer@rogitz.com  
**Correspondent Name:** ROGITZ & ASSOCIATES

**OP \$40.00 13155881**

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Address Line 2: SUITE 3120  
Address Line 4: SAN DIEGO, CALIFORNIA 92101

ATTORNEY DOCKET NUMBER:	201003588.02
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NAME OF SUBMITTER:	John L. Rogitz
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Total Attachments: 3 source=201003588-02_Assignment#page1.tif source=201003588-02_Assignment#page2.tif source=201003588-02_Assignment#page3.tif
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**ASSIGNMENT**

**WHEREAS, I, as a below named inventor, 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 "ENHANCED INFORMATION FOR VIEWER-SELECTED VIDEO OBJECT"; 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, Japan, 108-0075 (hereinafter referenced 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 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, 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 assignees 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;

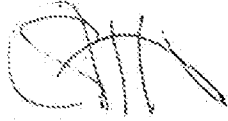
And I hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale;

Docket No. 201003588.02

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: 13/155,881, Filing Date: June 8, 2011

This assignment is being executed on the date indicated below.



\_\_\_\_\_  
SETH GUY HILL

Dated: 06/08/2011



\_\_\_\_\_  
DJUNG NGUYEN

Dated: June 07, 2011



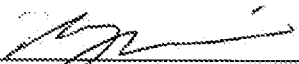
\_\_\_\_\_  
ARAVIND BABU ASAM

Dated: 06/07/2011



\_\_\_\_\_  
XUDONG YU

Dated: 06/07/2011



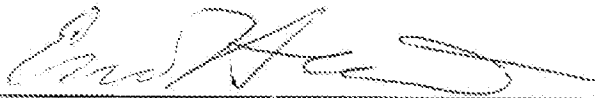
\_\_\_\_\_  
NOBUKAZU SUGIYAMA

Dated: 6/7/11



\_\_\_\_\_  
DONGWOOK KIM

Dated: 6/7/11



\_\_\_\_\_  
ERIC HSIAO

Dated: 6/6/11



\_\_\_\_\_  
DIPENDU SAHA

Dated: 6/6/11

Docket No. 201003588.02

*Tanmay Agnihotri*

Dated: 6/6/11

TANMAY AGNIHOTRI

*William Arthur Schupp*

Dated: 6/6/11

WILLIAM ARTHUR SCHUPP