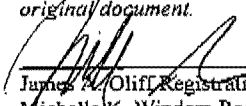


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1. A. Name of conveying parties: (1) Kazushi IKEDA (2) Gen HATTORI (3) Kazunori MATSUMOTO (4) Chihiro ONO B. Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			2. A. Name and address of receiving party: KDDI CORPORATION 3-2, NISHI-SHINJUKU 2-CHOME, SHINJUKU-KU, TOKYO 163-8003, JAPAN B. Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
3. A. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____ B. Execution Date: <u>(1-4): August 4, 2011</u>					
4. A. Patent Application No. <u>13/222,613</u> B. Patent No.(s) Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No C. Title of Application: <u>CONTEXT-BASED AUTOMATIC SELECTION OF FACTOR FOR USE IN ESTIMATING CHARACTERISTICS OF VIEWERS VIEWING SAME CONTENT</u>					
5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>James A. Oliff</u> Address: OLIFF & BERRIDGE, PLC P.O. Box 320850 Alexandria, VA 22320-4850 Phone Number: 703-836-6400 Fax Number: 703-836-2787			6. Total number of applications and patents involved: <u>1</u> 7. Please charge Deposit Account No. 15-0461 the total fee (37 CFR 3.41) in the amount of <u>\$40.00</u> . 8. Credit any overpayment or charge any underpayment to deposit account number 15-0461.		
9. Statement and signature. <i>To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.</i> <div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="width: 60%;">  _____ James A. Oliff, Registration No. 27,075 Michelle K. Windom Registration No. 65,466 </div> <div style="width: 35%; text-align: right;"> Date: <u>August 31, 2011</u> </div> </div>					

CH \$40.00 150461 13222613

PATENT

ASSIGNMENT

(1-8) Insert Name(s) of Inventor(s)

(1) Kazushi IKEDA (4) Chihiro ONO

(2) Gen HATTORI (5) _____

(3) Kazunori MATSUMOTO (6) _____

In consideration of the sum of one dollar (\$1.00) and other good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby does assign, transfer and set over to

(9) Insert Name of Assignee (9) KDDI Corporation

(10) Insert Address of Assignee (10) 3-2, Nishi-shinjuku 2-chome, Shinjuku-ku, Tokyo 163-8003, Japan

(hereinafter designated as the Assignee) the entire right, title and interest for the United States of America as defined in 35 U.S.C. §100, in the invention, and in all applications for patent including any and all provisional, non-provisional, divisional, continuation, substitute, and reissue application(s), and all Letters Patent, extensions, reissues and reexamination certificates that may be granted on the invention known as

(11) Insert Identification of Invention such as Title, Case Number, or Foreign Application Number (11) CONTEXT-BASED AUTOMATIC SELECTION OF FACTOR FOR USE IN ESTIMATING CHARACTERISTICS OF VIEWERS VIEWING SAME CONTENT

(Attorney Docket No. 150621)

for which the undersigned has (have) executed an application for patent in the United States of America

(12) Insert Date of Signing of Application (12) on August 4, 2011

(13) Alternative Identification for filed applications (13) U.S. application Serial Number 13/222,613

filed August 31, 2011

1) The undersigned agree(s) to execute all papers necessary in connection with any application and any continuing, divisional or reissue applications for the invention, and any patent(s) issuing thereon, and also to execute separate assignments in connection with such applications and patents as the Assignees may deem necessary.

2) The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning any application or continuation or division thereof, or any patent or reissue application based thereon, for the invention, and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

3) The undersigned agree(s) to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.

4) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain, maintain or confirm by reissue or reexamination a grant of a valid United States patent to the Assignee.

5) The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application(s) to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed, and will not execute, any agreements in conflict herewith.

6) The undersigned hereby grant(s) the firm of OLIFF & BERRIDGE the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

Date	<u>Aug. 4, 2011</u>	Name of Inventor	<u>Kazushi Ikeda</u> (SEAL)
			Kazushi IKEDA
Date	<u>Aug. 4, 2011</u>	Name of Inventor	<u>Gen Hattori</u> (SEAL)
			Gen HATTORI
Date	<u>Aug. 4, 2011</u>	Name of Inventor	<u>Kazunori Matsumoto</u> (SEAL)
			Kazunori MATSUMOTO
Date	<u>Aug. 4, 2011</u>	Name of Inventor	<u>Chihiro Ono</u> (SEAL)
			Chihiro ONO
Date	_____	Name of Inventor	_____ (SEAL)
Date	_____	Name of Inventor	_____ (SEAL)

PATENT

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