

**PATENT ASSIGNMENT**

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| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                        |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT                            |
| <b>CONVEYING PARTY DATA</b>   |                                       |
| <b>Name</b>   | <b>Execution Date</b>                 |
| Nintendo Software Technology Corporation  | 09/09/2011                            |
| <b>RECEIVING PARTY DATA</b>   |                                       |
| <b>Name:</b>  | Nintendo Co., Ltd.                    |
| <b>Street Address:</b>  | 11-1 Hokotate-cho, Kamitoba Minami-ku |
| <b>City:</b>  | Kyoto                                 |
| <b>State/Country:</b>   | JAPAN                                 |
| <b>Postal Code:</b>   | 601-8501                              |
| <b>PROPERTY NUMBERS Total: 2</b>  |                                       |
| <b>Property Type</b>  | <b>Number</b>                         |
| Application Number:   | 13159826                              |
| Application Number:   | 61344221                              |
| <b>CORRESPONDENCE DATA</b>  |                                       |
| <b>Fax Number:</b>  | (703)816-4100                         |
| <b>Email:</b>   | jnm@nixonvan.com                      |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |                                       |
| <b>Correspondent Name:</b>  | Nixon & Vanderhye PC                  |
| <b>Address Line 1:</b>  | 901 North Glebe Road                  |
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| <b>ATTORNEY DOCKET NUMBER:</b>  | 723-3085                              |
| <b>NAME OF SUBMITTER:</b>   | Raymond Y. Mah                        |
| <b>Total Attachments: 2</b><br>source=Corporate Assignment#page1.tif<br>source=Corporate Assignment#page2.tif         |                                       |

OP \$80.00 13159826

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**PATENT**  
 REEL: 027011 FRAME: 0967

## ASSIGNMENT

WHEREAS, Nintendo Software Technology Corporation (hereinafter ASSIGNOR), a corporation duly organized and existing under the laws of the state of Washington and doing business at 5001 150th Avenue N.E. Redmond, Washington 98052, has been assigned all right, title and interest in a certain invention entitled

TECHNIQUES FOR IMPROVED USER INTERFACE HELPING SUPER GUIDES for which a so-entitled provisional patent application was filed in the United States Patent and Trademark Office on June 14, 2010 under Application No. 61/344,221 (Attorney Docket 723-2823); and for which a so-entitled patent application for Letters Patent of the United States was filed in the United States Patent and Trademark Office on June 14, 2011 under Application No. 13/159,826;

AND WHEREAS, Nintendo Co., Ltd., (hereinafter ASSIGNEE), a corporation duly organized and existing under the laws of Japan and doing business at 11-1 Hokotate-cho, Kamitoba Minami-ku, Kyoto, 601-8501 Japan, is desirous of acquiring all interest therein.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR hereby sells, assigns, and transfers unto the said ASSIGNEE, its successors, assigns, and legal representatives, the full and exclusive right to the said invention in the United States and all foreign countries, as described in the aforesaid provisional application, patent application, and any regular patent applications to be filed that claim priority therefrom, including any continuation, division, renewal, substitute, reissue or reexamination thereof, together with the right of priority 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. ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue any Letters Patent for said invention to ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns, and legal representatives.

ASSIGNOR hereby agrees to transfer a like interest upon request of said ASSIGNEE, its successors, assigns, and legal representatives, and without further remuneration, in and to any improvements, and applications for patents based thereon, growing out of or related to the said invention; and to execute any papers by ASSIGNEE, its successors, assigns, and legal

representatives, deemed essential to ASSIGNEE's full protection and title in and to the invention hereby transferred and for maintaining any resulting patent concerning said invention.

I am authorized to execute this ASSIGNMENT on behalf of ASSIGNOR.

Executed this 9 day of September, 2011.

**Nintendo Software Technology Corporation**

By: 

Name: Shigeki Yamashiro

Title: President