To the Director of the U.S. Patent and Trademark Office: Please record line attached documents or the new address(es) below. 1. Name of conveying party(ies): Hideki Toshikage (03/21/2001) and Shigeyuki Yoneyama (03/21/2001) Name: Sony Corporation Internal Address: 1-7-1 Konan, Minato-ku Tokyo 108-0075 JAPAN City: State: Country: Additional name(s) & address: Country: Additional name(s) & address(es) Yes X No 4. Application or patent number(s): Additional name(s) & address(es) Yes X No 5. Name and address to whom correspondence concerning document should be malled: Name: Exercutive Order 9424, Confirmatory License Additional numbers attached? Yes X No 5. Name and address to whom correspondence concerning document should be malled: Name: Exercutive Order 9424, Confirmatory License Additional numbers attached? Yes X No 5. Name and address to whom correspondence concerning document should be malled: Name: Exercutive Order 9424, Confirmatory License Additional numbers attached? Yes X No 6. Total number of appl	Form PTO-1595 (Rev. 03-11) OMB No. 0651-0027 (exp. 03/31/2012)	U.S. DEPARTMENT OF COMMERCE United States Pa <u>tent and Trademark Office</u>
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Yoneyama (03/21/2001) Additional name(s) or conveying psrg(es) etisohed? Yes X No 3. Nature of conveyance/Execution Data(s): Execution Date(s): in parentheses after inventor name X Assignment Merger Change of Name Security Agreement Joint Research Agreement Government Interest Assignment Executive Order 9424, Confirmatory License Other 4. Application or patent number(s): A Patent Application No.(s) 11/586,934 Additional numbers attached? Additional numbers attached? This document is being filled together with a new application. B. Patent No.(s) 8. Patent No.(s) 5. Name and address to whom correspondence concerning document should be malled: Name: Bruno Polito LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK, LLP Internal Address: GOO South Avenue West City: Westfield City: Westfield City: Westfield City: Westfield City: Westfield State: NJ Zip: 07090 Phone Number: 908-654-6000 Fax Number: 908-654-7866 Email Address: ataylor@Idlkm.com Signature: May 16, 2012 Date Total number of pages including cover 3 Bruno Polito Signature: May 16, 2012 Date Total number of pages including cover 3 Bruno Polito May 16, 2012 Date Total number of pages including cover 3 May 16, 2012 Date	Name of conveying party(les):	2. Name and address of receiving party(lee)
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Tokyo 108-0075 1	Additional name(s) of conveying party(les) attached?	
Execution Date(s): in parentheses after inventor name John Research Agreement John Research Agreement John Research Agreement John Research Agreement Gity: State: Country: Zip: Country: Zip: Additional name(s) & address(es) Yes X No attached? Yes X No Yes	3. Nature of conveyance/Execution Date(s):	1-7-1 Konan, Minato-ku
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Additional name(s) & address(es) Yes X No 4. Application or patent number(s): A. Patent Application No.(s) 11/586,934 Additional numbers attached? Yes X No 5. Name and address to whom correspondence concerning document should be malled: Name: Bruno Polito LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK, LLP Internal Address: Atty. Dkt.: SONYJP 3.0-741 CONT VI Street Address: 800 South Avenue West City: Westfield State: NJ Zip: 07090 Phone Number: 908-654-7866 Email Address: ataylor@Idlkm.com 9. Signature: May 16, 2012 Signature Date Bruno Polito - 38,580 Total number of page Including cover 3	Executive Order 9424, Confirmatory License	Country: Zip:
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5. Name and address to whom correspondence concerning document should be malled: Name: Bruno Polito LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK, LLP Internal Address: Atty. Dkt.: SONYJP 3.0-741 CONT VI Street Address: 600 South Avenue West City: Westfield State: NJ Zip: 07090 Phone Number: 908-654-5000 Fax Number: 908-654-7866 Email Address: ataylor@ldlkm.com 9. Signature Bruno Polito - 38,580 6. Total number of applications and patents involved: 1 Authorized: 1 Authorized to be charged to deposit account interest not affecting title) Authorized User Name Payment Information May 16, 2012 Date Total number of applications and patents involved: 1 Authorized User Name Total number of applications and patents involved: 1 Authorized User Name Total number of applications and patents involved: 1 Authorized User Name Total number of applications and patents involved: 1 Authorized User Name Total number of applications and patents involved: 1 Authorized User Name Total number of applications and patents involved: 1 Authorized User Name Total number of applications and patents involved: 1 Authorized User Name Total number of pages Including cover 3	A. Patent Application No.(s)	
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LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK, LLP Internal Address: Atty. Dkt.: SONYJP 3.0-741 CONT VI Street Address: 600 South Avenue West City: Westfield State: NJ Zip: 07090 Phone Number: 908-654-5000 Fax Number: 908-654-7866 Email Addrese: ataylor@ldlkm.com 9. Signature: May 16, 2012 Signature Bruno Polito - 38,580 Total number of pages Including cover 3		
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Phone Number: 908-654-5000 Fax Number: 908-654-7866 Email Address: ataylor@ldlkm.com 9. Signature: May 16, 2012	City: Westfield	8. Payment Information
Fax Number: 908-654-7866 Deposit Account Number 12-1095 Email Address: ataylor@ldlkm.com Authorized User Name Bruno Polito 9. Signature: May 16, 2012 Signature Date Bruno Polito - 38,580 Total number of pages Including cover 3	State: NJ Zip; 07090	
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9. Signature: May 16, 2012 Signature Date Bruno Polito - 38,580 Total number of pages including cover 3		
Signature Date Bruno Polito - 38,580 Total number of pages Including cover 3	Email Address: ataylor@ldlkm.com	Authorized User Name Bruno Polito
	Signature	Date

1909458

PATENT REEL: 028222 FRAME: 0907

S00P1561US00 Docket Number 7254/63305

ASSIGNMENT

LDLKM

WHEREAS, I, as a below named inventor, residing at the address stated next to my name, 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 IMAGE COMMERICAL TRANSACTIONS SYTEM AND METHOD 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 at6-7-35 Kitashinagawa, Shinagawa-Ku, Tokyo, Japan (hereinafter reference 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 thereof;

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 ASSIGNES 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 thereof;

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 09/749,097 Filing Date 12/27/00

PATENT REEL: 028222 FRAME: 0908 Same of the second

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S00P1561US00

This assignment executed on the dates indicated below.

Hideki Toshikage	
Name of first or sole inventor	Execution date of U.S. Patent Application
Saitama, Japan	
Residence of first or sole inventor	
Odicleki Toshihage	march 21, 7001
Signature of first or sole inventor	Date of this assignment
Shigeyuki Yoneyama	
Name of second inventor	Execution date of U.S. Patent Application
Tokyo, Japan	MARK 18.
Residence of second inventor	- Mard 21.201
Signature of second inventor	Date of this assignment

PATENT REEL: 028222 FRAME: 0909

RECORDED: 05/16/2012