

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Yukiko OCHIAI</td> <td>05/28/2012</td> </tr> </tbody> </table>		Name	Execution Date	Yukiko OCHIAI	05/28/2012						
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<table border="1"> <tr> <td>Name:</td> <td>Rakuten, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>4-12-3 Higashishinagawa</td> </tr> <tr> <td>City:</td> <td>Shinagawa-ku, Tokyo</td> </tr> <tr> <td>State/Country:</td> <td>JAPAN</td> </tr> <tr> <td>Postal Code:</td> <td>140-0002</td> </tr> </table>		Name:	Rakuten, Inc.	Street Address:	4-12-3 Higashishinagawa	City:	Shinagawa-ku, Tokyo	State/Country:	JAPAN	Postal Code:	140-0002
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CORRESPONDENCE DATA											
Fax Number:	(202)293-7860										
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NAME OF SUBMITTER:	Perri Michael, New Apps. Specialist										
Total Attachments: 1 source=ASSIGNMENT_AS_FILED#page1.tif											

OP \$40.00 13515729

Assignment

Whereas, I/We, Yukiko OCHIAI of Shinagawa-ku, Tokyo, Japan hereinafter called assignor(s), have invented certain improvements in PRODUCT INFORMATION PROVIDING SERVER APPARATUS, PRODUCT INFORMATION DISPLAY PROGRAM, PRODUCT INFORMATION DISPLAY METHOD, PRODUCT INFORMATION PROVIDING SYSTEM, TERMINAL DEVICE, AND RECORDING MEDIUM ON WHICH PRODUCT INFORMATION DISPLAY PROGRAM IS RECORDED

and executed an application for Letters Patent of the United States of America therefor on _____; and

Whereas, Rakuten, Inc. of
4-12-3 Higashishinagawa, Shinagawa-ku, Tokyo 140-0002 Japan

(assignee), desires to acquire the entire right, title, and interest in the application and invention, and to any United States patents to be obtained therefor;

Now therefore, for valuable consideration, receipt whereof is hereby acknowledged,

I/We, the above named assignor(s), hereby sell, assign and transfer to the above named assignee, its successors and assigns, the entire right, title and interest in the application and the invention disclosed therein for the United States of America, including the right to claim priority under 35 U.S.C. § 119, and I/we request the Director – U.S. Patent and Trademark Office to issue any Letters Patent granted upon the invention set forth in the application to the assignee, its successors and assigns; and I/we will execute without further consideration all papers deemed necessary by the assignee in connection with the United States application when called upon to do so by the assignee.

I/We hereby authorize and request our attorneys SUGHRUE MION, PLLC of 2100 Pennsylvania Avenue, NW, Washington, DC 20037-3213 to insert here in parentheses (Application number 13/515,729 and Confirmation number 5174, filed 06/13/2012) the filing date and application number of said application when known.

Date: May 28, 2012

落合由希子

s/

(Legalization not required for recording but is prima facie evidence of execution under 35 U.S.C. § 261)