

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																				
NATURE OF CONVEYANCE:	ASSIGNMENT																				
<b>CONVEYING PARTY DATA</b>																					
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<b>RECEIVING PARTY DATA</b>																					
<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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<b>CORRESPONDENCE DATA</b>																					
Fax Number:	2022937860																				
Phone:	2022937060																				
Email:	aauerbach@sughrue.com, sughrue@sughrue.com																				
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>																					
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Address Line 4: Washington, DISTRICT OF COLUMBIA 20037

ATTORNEY DOCKET NUMBER:

Q141029

NAME OF SUBMITTER:

Alexander E. Auerbach, New App. Spec.

Total Attachments: 2

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**ASSIGNMENT**

Whereas, I/we,

<u>Name</u>	<u>Address</u>
1) <b>Masahiro WATANABE</b>	c/o Rakuten, Inc., 4-12-3, Higashishinagawa, Shinagawa-ku, Tokyo 140-0002 Japan
2) <b>Manabu OSHIRO</b>	c/o Rakuten, Inc., 4-12-3, Higashishinagawa, Shinagawa-ku, Tokyo 140-0002 Japan
3) <b>Noriko HARADA</b>	c/o Rakuten, Inc., 4-12-3, Higashishinagawa, Shinagawa-ku, Tokyo 140-0002 Japan
4) <b>Hidekazu HAMADA</b>	c/o Rakuten, Inc., 4-12-3, Higashishinagawa, Shinagawa-ku, Tokyo 140-0002 Japan
5) <b>Reiko YASUDA</b>	c/o Rakuten, Inc., 4-12-3, Higashishinagawa, Shinagawa-ku, Tokyo 140-0002 Japan
6) <b>Tepei HIDA</b>	c/o Rakuten, Inc., 4-12-3, Higashishinagawa, Shinagawa-ku, Tokyo 140-0002 Japan
7) <b>Yuko FURUSHO</b>	c/o Rakuten, Inc., 4-12-3, Higashishinagawa, Shinagawa-ku, Tokyo 140-0002 Japan
8) <b>Koichi YANAGIMOTO</b>	c/o Rakuten, Inc., 4-12-3, Higashishinagawa, Shinagawa-ku, Tokyo 140-0002 Japan
9) <b>Ai SHIMOGORI</b>	c/o Rakuten, Inc., 4-12-3, Higashishinagawa, Shinagawa-ku, Tokyo 140-0002 Japan

hereinafter called assignor(s), have invented certain improvements in  
**INFORMATION PROVIDING APPARATUS, INFORMATION PROVIDING METHOD, INFORMATION PROVIDING  
PROGRAM, AND COMPUTER-READABLE RECORDING MEDIUM HAVING INFORMATION PROVIDING PROGRAM  
RECORDED THEREIN**

and executed an application for Letters Patent of the United States of America therefor on even date herewith unless  
otherwise indicated below:

Whereas filed on August 27, 2012, Serial No. 13/581,414; and  
**Rakuten, Inc.**  
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, be it known that, for good and valuable consideration from assignee, the receipt of which is hereby acknowledged, I/WE, as assignor(s), have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the assignee, its lawful successors and assigns, MY/OUR entire right, title, and interest in and to this invention and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof; and I/WE hereby authorize and request the Commissioner of Patents and Trademarks of the United States to issue all Letters Patent for this invention to assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, I/WE HEREBY further covenant and agree that I/WE will, without further consideration, communicate with assignee, its successors and assigns, any facts known to ME/US respecting this invention and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver all papers that may be necessary or desirable to perfect the title to this invention in said assignee, its successors and assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States, it being understood that any expense incident to the execution of such papers shall be borne by the assignee, its successors and assigns.

	<u>INVENTORS</u>	<u>DATE SIGNED</u>
1):	<u>Masahiro Watanabe</u>	<u>June 12, 2012</u>
Name:	Masahiro WATANABE	
2):	<u>Manabu Oshiro</u>	<u>June 13, 2012</u>
Name:	Manabu OSHIRO	
3):	<u>Noriko Harada</u>	<u>June 10, 2012</u>
Name:	Noriko HARADA	
4):	<u>Hidekazu Hamada</u>	<u>June 13, 2012</u>
Name:	Hidekazu HAMADA	
5):	<u>Yasuda Reiko</u>	<u>June 19, 2012</u>
Name:	Reiko YASUDA	
6):	<u>Tepppei Hida</u>	<u>June 13, 2012</u>
Name:	Tepppei HIDA	
7):	<u>Yuko Furusho</u>	<u>June 12, 2012</u>
Name:	Yuko FURUSHO	
8):	<u>Koichi Yanagimoto</u>	<u>June 12, 2012</u>
Name:	Koichi YANAGIMOTO	
9):	<u>Ai Shimogori</u>	<u>June 13, 2012</u>
Name:	Ai SHIMOGORI	

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