

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Shinya TAKAMI	10/19/2012
RECEIVING PARTY DATA	
Name:	Rakuten, Inc.
Street Address:	4-12-3 Higashishinagawa
City:	Shinagawa-ku, Tokyo
State/Country:	JAPAN
Postal Code:	140-0002
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13643714
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NAME OF SUBMITTER:	Erin Harnett, New Application Specialist
Total Attachments: 1 source=ASSIGNMENT_EXECUTED_AS_FILED#page1.tif	

OP \$40.00 13643714

### Assignment

Whereas, I/We, Shinya TAKAMI of Shinagawa-ku, Tokyo, Japan hereinafter called assignor(s), have invented certain improvements in INFORMATION PROVIDING DEVICE, INFORMATION PROVIDING METHOD, INFORMATION PROVIDING PROCESSING PROGRAM, AND RECORDING MEDIUM HAVING INFORMATION PROVIDING PROCESSING PROGRAM RECORDED THEREON

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 13/643,714 and Confirmation number 1011, filed October 26, 2012) the filing date and application number of said application when known.

Date: October 19, 2012

*Shinya Takami*

s/