

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Hisanori YAMAHARA	10/22/2012
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:	13638270
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	Q142696
NAME OF SUBMITTER:	Andrew C. Harewood New App. Specialist
Total Attachments: 1 source=EXECUTED_ASSIGNMENT#page1.tif	

OP \$40.00 13638270

## Assignment

Whereas, I/We, Hisanori YAMAHARA of Shinagawa-ku, Tokyo, Japan  
 hereinafter called assignor(s), have invented certain improvements in SERVER APPARATUS, INFORMATION  
 PROVIDING METHOD, INFORMATION PROVIDING PROGRAM, RECORDING MEDIUM RECORDING THE  
 INFORMATION PROVIDING PROGRAM, AND INFORMATION PROVIDING SYSTEM

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 13/638,270 and Confirmation number  
9718 , filed 09/28/2012 ) the filing date  
 and application number of said application when known.

Date: October 22, 2012

s/

Hisanori Yamahara

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