502177337 12/27/2012

PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date | |
|----------------|----------------|--|
| Naohiro YANASE | 12/17/2012 | |

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: | 13634982 |

CORRESPONDENCE DATA

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| ATTORNEY DOCKET NUMBER: | Q142429 | |
|-------------------------|--------------------------------------|--|
| NAME OF SUBMITTER: | Elda M. Coimin, New Apps. Specialist | |

Total Attachments: 1

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PATENT REEL: 029535 FRAME: 0491 OF \$40.00 1565498Z

Assignment

Whereas, I/We, Naohiro YANASE, employee of Rakuten, Inc. having an office at 4-12-3, Higashishinagawa, Shinagawa-ku, Tokyo 140-0002, Japan, hereinafter called assignor(s), have invented certain improvements in ROUTE INFORMATION PROVIDING DEVICE, ROUTE INFORMATION PROVIDING METHOD, PROGRAM, AND INFORMATION RECORDING MEDIUM and executed an application for Letters Patent of the United States of America therefor on December 17, 2012; and

Whereas, Rakuten, Inc., a corporation organized and existing under the laws of Japan and having an office at 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 all divisions, and continuations thereof, and all Letters Patent of the United States that may be granted thereon, and all reissues thereof, including the right to claim priority under 35 U.S.C. §119, and I/we request the Director of the 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 auth | orize and | request our att | torneys SUGHR | UE MION, PLLC | C of 2100 |
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| Penns | ylvania Avenue, l | NW, Wash | ington, DC 2 | 20037-3213 to i | nsert here in pa | rentheses |
| | cation number | | | | Confirmation | number |
| ` | 1458 | , filed | September | 14, 2012 |) the ap | plication |
| numbe | er and filing date of | | | | | |
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| Date: | December 17, | 2012 | Nachiro | lanase | | |
| | | s/ 1 | Naohiro YANAS | Е | | |
| Date: | | | | | | |
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| Date: | | | | | | |
| | | s/ | | | | |
| Date: | | | | | | |
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(Legalization not required for recording but is prima facie evidence of execution under 35 U.S.C. §261)

PATENT REEL: 029535 FRAME: 0492

RECORDED: 12/27/2012