

## 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>Teiko INOUE</td> <td>01/22/2013</td> </tr> <tr> <td>Taku YASUI</td> <td>01/22/2013</td> </tr> <tr> <td>Kenji SUGIKI</td> <td>01/22/2013</td> </tr> </tbody> </table>  |  | Name          | Execution Date | Teiko INOUE         | 01/22/2013              | Taku YASUI | 01/22/2013          | Kenji SUGIKI   | 01/22/2013 |              |          |
| Name  | Execution Date                         |               |                |                     |                         |            |                     |                |            |              |          |
| Teiko INOUE   | 01/22/2013                             |               |                |                     |                         |            |                     |                |            |              |          |
| Taku YASUI  | 01/22/2013                             |               |                |                     |                         |            |                     |                |            |              |          |
| Kenji SUGIKI  | 01/22/2013                             |               |                |                     |                         |            |                     |                |            |              |          |
| RECEIVING PARTY DATA  |  |               |                |                     |                         |            |                     |                |            |              |          |
| <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 |
| Name:   | Rakuten, Inc.                          |               |                |                     |                         |            |                     |                |            |              |          |
| Street Address:   | 4-12-3 Higashishinagawa                |               |                |                     |                         |            |                     |                |            |              |          |
| City:   | Shinagawa-ku, Tokyo                    |               |                |                     |                         |            |                     |                |            |              |          |
| State/Country:  | JAPAN                                  |               |                |                     |                         |            |                     |                |            |              |          |
| Postal Code:  | 140-0002                               |               |                |                     |                         |            |                     |                |            |              |          |
| PROPERTY NUMBERS Total: 1   |  |               |                |                     |                         |            |                     |                |            |              |          |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13814613</td> </tr> </tbody> </table>   |  | Property Type | Number         | Application Number: | 13814613                |            |                     |                |            |              |          |
| Property Type   | Number                                 |               |                |                     |                         |            |                     |                |            |              |          |
| Application Number:   | 13814613                               |               |                |                     |                         |            |                     |                |            |              |          |
| CORRESPONDENCE DATA   |  |               |                |                     |                         |            |                     |                |            |              |          |
| <p>Fax Number: 2022937860<br/> <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 2022937060</p> <p>Email: bbai@sughrue.com,sughrue@sughrue.com</p> <p>Correspondent Name: Sughrue Mion, PLLC</p> <p>Address Line 1: 2100 Pennsylvania Avenue NW</p> <p>Address Line 2: Suite 800</p> <p>Address Line 4: Washington, DISTRICT OF COLUMBIA 20037</p> |  |               |                |                     |                         |            |                     |                |            |              |          |
| ATTORNEY DOCKET NUMBER:   | Q201736                                |               |                |                     |                         |            |                     |                |            |              |          |
| NAME OF SUBMITTER:  | Betsy Bai, New Applications Specialist |               |                |                     |                         |            |                     |                |            |              |          |
| <p>Total Attachments: 1<br/>         source=Q201736_ASSIGNMENT#page1.tif</p>  |  |               |                |                     |                         |            |                     |                |            |              |          |

OP \$40.00 13814613

PATENT

## Assignment

Whereas, I/We, Teiko INOUE, Taku YASUI and Kenji SUGIKI of Shinagawa-ku, Tokyo, Japan hereinafter called assignor(s), have invented certain improvements in INFORMATION PROCESSING DEVICE, INFORMATION PROCESSING METHOD, INFORMATION PROCESSING DEVICE PROGRAM, AND RECORDING MEDIUM

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 13/814,613 and Confirmation number 3647, filed February 6, 2013) the filing date and application number of said application when known.

Date: January 22, 2013

s/

Teiko Inoue

Date: January 22, 2013

s/

Taku Yasui

Date: January 22, 2013

s/

Kenji Sugiki