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U.S. DEPARTMENT OF COMMERCE
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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):
Yoshio Ochiai (05/30/2001), Yasufumi Shinagawa (05/31/2001), and Koni Saito (05/31/2001)

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Sony Corporation
Internal Address: _____
Street Address: _____
1-7-1 Konan, Minato-ku
Tokyo
108-0075
JAPAN
City: _____
State: _____
Country: _____ Zip: _____
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance/Execution Date(s):
Execution Date(s): in parentheses after inventor name
 Assignment Merger Change of Name
 Security Agreement Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

4. Application or patent number(s):
A. Patent Application No.(s)
13/718,068

Additional numbers attached? Yes No

This document is being filed together with a new application.
B. Patent No.(s)

 Yes No

5. Name and address to whom correspondence concerning document should be mailed:
Name: Lawrence E. Russ
LERNER, DAVID, LITTENBERG,
KRUMHOLZ & MENTLIK, LLP

Internal Address: Atty. Dkt.:
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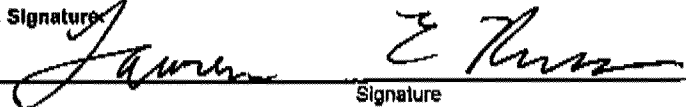
City: Westfield
State: NJ Zip: 07090
Phone Number: 908-654-5000
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Email Address: ataylor@ldlkm.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

 Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information
Deposit Account Number 12-1095
Authorized User Name Lawrence E. Russ

9. Signature:


Signature
Lawrence E. Russ - 35,342
Name of Person Signing

Date
February 7, 2013

Total number of pages including cover sheet, attachments, and documents: 3

801P0405US00

Docket Number 7217/64049

ASSIGNMENT

WHEREAS, I, as a below named inventor, residing at the address stated next to my name, am a sole inventor (if only one name is listed below) or a joint inventor (if plural names are listed below) of certain new and useful improvements in INFORMATION PLAYBACK APPARATUS AND ELECTRONIC POP ADVERTISING APPARATUS for which application for Letters Patent of the United States of America was executed by me on the date indicated next to my name and address;

AND WHEREAS, Sony Corporation, a Japanese corporation with offices at 6-7-35 Kitashinagawa, Shinagawa-Ku, Tokyo, Japan (hereinafter reference as ASSIGNEE) is desirous of acquiring all interest in, to and under said invention, said application disclosing the invention and in, to and under any Letters Patent or similar legal protection which may be granted therefor in the United States and in any and all foreign countries;

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, as a sole or joint inventor as indicated below, by these presents do hereby assign, sell and transfer unto the said ASSIGNEE, its successors, assigns, and legal representatives, the entire right, title and interest in the said invention, said application, including any divisions and continuations thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted for said invention, and in and to any and all priority rights and/or convention rights under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and to any other benefits accruing or to accrue to me with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, and I hereby authorize and request the Commissioner of Patents to issue the said United States Letters Patent to said ASSIGNEE, as the assignee of the whole right, title and interest thereto;

And I further agree to execute all necessary or desirable and lawful future documents, including assignments in favor of ASSIGNEE or its designee, as ASSIGNEE or its successors, assigns and legal representatives may from time-to-time present to me and without further remuneration, in order to perfect title in said invention, modifications, and improvements in said invention, applications and Letters Patent of the United States and countries foreign thereof;

And I further agree to properly execute and deliver and without further remuneration, such necessary or desirable and lawful papers for application for foreign patents, for filing subdivisions of said application for patent, and or, for obtaining any reissue or reissues of any Letters Patent which may be granted for my aforesaid invention, as the ASSIGNEE thereof shall hereafter require and prepare at its own expense;

And I further agree that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to me and will testify as to the same in any interference or litigation related thereof;

And I hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

And I hereby authorize and request my attorney(s) of record in this application to insert the serial number and filing date of this application in the spaces that follow: Serial Number 09/010,014 Filing Date 3/16/01

501P0405US00

This assignment executed on the dates indicated below.

Yoshio Ochiai
Name of first or sole inventor Execution date of U.S. Patent Application

Saitama, Japan

Residence of first or sole inventor

Signature of first or sole inventor

Yoshio Ochiai

May 30, 2001

Date of this assignment

Yasufumi Shinagawa

Name of second inventor

Execution date of U.S. Patent Application

Saitama, Japan

Residence of second inventor

Signature of second inventor

Yasufumi Shinagawa

May 31, 2001

Date of this assignment

Koni Saito

Name of third inventor

Execution date of U.S. Patent Application

Tokyo, Japan

Residence of third inventor

Signature of third inventor

Koni Saito

May 31, 2001

Date of this assignment