

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Adding Sony Corporation as an assignee
CONVEYING PARTY DATA	
Name	Execution Date
Sony Computer Entertainment Inc.	02/06/2013
RECEIVING PARTY DATA	
Name:	Sony Corporation
Street Address:	1-7-1 Konan, Minato-ku
City:	Tokyo
State/Country:	JAPAN
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11636079
CORRESPONDENCE DATA	
Fax Number:	2125880500
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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NAME OF SUBMITTER:	William S. Frommer
Total Attachments: 1 source=01227351#page1.tif	

OP \$40.00 11636079

PARTIAL ASSIGNMENT

WHEREAS, We, Sony Computer Entertainment Inc., a corporation of Japan, having a post office address at 1-7-1 KONAN, MINATO-KU, TOKYO, JAPAN, hereinafter referred to as assignor of following patent application:

U.S. Patent Appliation No. 11/636079 , filed on Dec 08,2006

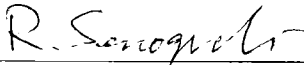
Entitled CONTENT PRESENTATION SYSTEM, CONTENT PRESENTATION METHOD,
CONTENT PRESENTATION ASSISTANCE SERVER, CONTENT PRESENTATION
ASSISTANCE METHOD, AND INFORMATION STORAGE MEDIUM

desires to assign a portion of the right, title and interest in the patent application, and

WHEREAS, SONY CORPORATION, a corporation of JAPAN, having a post office address at 1-7-1 KONAN, MINATO-KU, TOKYO, JAPAN, hereinafter referred to as assignee, is desirous of acquiring the portion of the right, title and interest in the patent application;

NOW THEREFORE, for a valuable consideration, the receipt of whereof is acknowledged, and other good and valuable consideration, Sony Computer Entertainment Inc., does hereby sell, assign and transfer unto said assignee of the portion of the right, title and interest in the patent application.

Executed this 6th day of February , 2013
Sony Computer Entertainment Inc.



Ryosuke Senoguchi
Vice President
Intellectual Property Dept.

11/636079-1 (2006.12.08)