

PATENT ASSIGNMENT

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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>Masaki TAKASE</td> <td>03/22/2013</td> </tr> <tr> <td>Munetaka TSUDA</td> <td>03/25/2013</td> </tr> <tr> <td>You ASAKURA</td> <td>03/25/2013</td> </tr> <tr> <td>Takashi HATAKEDA</td> <td>03/25/2013</td> </tr> </tbody> </table>		Name	Execution Date	Masaki TAKASE	03/22/2013	Munetaka TSUDA	03/25/2013	You ASAKURA	03/25/2013	Takashi HATAKEDA	03/25/2013
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<table border="1"> <tr> <td>Name:</td> <td>SONY COMPUTER ENTERTAINMENT INC.</td> </tr> <tr> <td>Street Address:</td> <td>1-7-1, Konan, Minato-ku</td> </tr> <tr> <td>City:</td> <td>Tokyo</td> </tr> <tr> <td>State/Country:</td> <td>JAPAN</td> </tr> <tr> <td>Postal Code:</td> <td>108-0075</td> </tr> </table>		Name:	SONY COMPUTER ENTERTAINMENT INC.	Street Address:	1-7-1, Konan, Minato-ku	City:	Tokyo	State/Country:	JAPAN	Postal Code:	108-0075
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CORRESPONDENCE DATA											
<p>Fax Number: 7326346887 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 732-634-7634 Email: zcustodio@GDIPLAW.COM</p> <p>Correspondent Name: GIBSON & DERNIER LLP Address Line 1: SUITE 504, Address Line 2: 900 ROUTE 9 NORTH Address Line 4: WOODBRIDGE, NEW JERSEY 07095</p>											
ATTORNEY DOCKET NUMBER:	545-399										
NAME OF SUBMITTER:	Matthew B. Dernier										
Signature:	s/Matthew B. Dernier/										

PATENT

Date:

04/18/2013

Total Attachments: 4

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Assignment of Patent Rights

The parties to this assignment are listed below and if there is more than one Assignor or Assignee, the words "Assignor" and "Assignee" shall include them:

Assignor: Masaki TAKASE, having an address at: c/o Sony Computer Entertainment Inc., 1-7-1, Konan, Minato-ku, Tokyo 108-0075 Japan;

Assignor: Munetaka TSUDA, having an address at: c/o Sony Computer Entertainment Inc., 1-7-1, Konan, Minato-ku, Tokyo 108-0075 Japan;

Assignor: You ASAKURA, having an address at: c/o Sony Computer Entertainment Inc., 1-7-1, Konan, Minato-ku, Tokyo 108-0075 Japan;

Assignor: Takashi HATAKEDA, having an address at: c/o Sony Computer Entertainment Inc., 1-7-1, Konan, Minato-ku, Tokyo 108-0075 Japan; and

Assignee: SONY COMPUTER ENTERTAINMENT INC., having an address at: 1-7-1, Konan, Minato-ku, Tokyo, Japan.

This assignment relates to the following patent application and/or issued patent, which is hereinafter referred to as "the Patent":

[] a United States patent application signed by Assignor on _____, 2013, and entitled _____;
or

[X] a United States patent application filed in the U.S. Patent and Trademark Office on _____, 2013, Serial No. _____, entitled IMAGE DISPLAY DEVICE, IMAGE DISPLAY CONTROL METHOD, PROGRAM AND INFORMATION STORAGE MEDIUM; or

[] an issued United States patent, issued on _____, 2013, under United States Patent No. _____.

Assignor has received Ten Dollars (\$10.00) and/or other good and valuable consideration for this assignment. Assignor assigns to Assignee all of Assignor's right, title and interest in the Patent, the invention(s) described and claimed in the Patent, and all patents that may issue based on the invention(s) and on the Patent, including any patent that issues from a divisional and/or continuing application claiming benefit of the Patent, in the United States *and in every foreign country*, including the right to enforce the Patent for infringement accrued prior to the effective date of this assignment. *Assignor also assigns to Assignee all priority rights in the Patent.* In those countries where permitted, the Assignor authorizes the Assignee to apply for patents for the invention directly in Assignee's name.** Assignor authorizes the Commissioner of Patents and Trademarks or other governmental authority to issue all patents for the invention directly to Assignee. Assignor states that Assignor has the right to grant to Assignee the rights which are assigned by this assignment. Assignor will sign any additional documents as may be needed to carry out the purpose of this assignment. This assignment is binding on all parties who lawfully succeed to the rights of or take the place of Assignor or Assignee.

The undersigned hereby grant(s) to the firm of Gibson & Dernier LLP, Suite 504, 900 Route 9 North, Woodbridge, New Jersey 07095, the power to insert on this assignment any further identification of the Patent which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office concerning recordation of this document.

The effective date of this assignment is _____, 2013.

SIGNATURE(S)

DATE

TYPED OR PRINTED NAME(S)



First Assignor Signature

Mar. 22, 2013

Masaki TAKASE

Second Assignor Signature

Munetaka TSUDA

* Strike italicized sections only if foreign rights are not intended to be assigned.

Attorney Docket No.:

You ASAKURA

Third Assignor Signature

Mar 25, 2013

You ASAKURA

Takashi HATAKEDA

Fourth Assignor Signature

Mar 25, 2013

Takashi HATAKEDA

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The effective date of this assignment is _____, 2013.

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DATE

TYPED OR PRINTED NAME(S)

First Assignor Signature

Masaki TAKASE

Munetaka Tsuda
Second Assignor Signature

March 28, 2013

Munetaka TSUDA

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Attorney Docket No.:

Third Assignor Signature

You ASAKURA

Fourth Assignor Signature

Takashi HATAKEDA