#### 502391298 06/20/2013

## PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

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

# **CONVEYING PARTY DATA**

| Name                    | Execution Date |
|-------------------------|----------------|
| JVC KENWOOD CORPORATION | 06/11/2013     |

## RECEIVING PARTY DATA

| Name:           | RAKUTEN, INC.                  |  |
|-----------------|--------------------------------|--|
| Street Address: | 12-3, HIGASHISHINAGAWA 4-CHOME |  |
| City:           | SHINAGAWA-KU, TOKYO            |  |
| State/Country:  | JAPAN                          |  |
| Postal Code:    | 140-0002                       |  |

### PROPERTY NUMBERS Total: 3

| Property Type  | Number  |
|----------------|---------|
| Patent Number: | 6618335 |
| Patent Number: | 7408859 |
| Patent Number: | 7415619 |

# CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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| ATTORNEY DOCKET NUMBER: | A-42 2B  |  |
|-------------------------|--|--|
| NAME OF SUBMITTER:      | Michael P. Wiersch   |  |
| Signature:              | /Michael P. Wiersch, Reg. # 55996/                         |  |
| Date:                   | 06/20/2013   |  |
|                         | This document serves as an Oath/Declaration (37 CFR 1.63). |  |

Total Attachments: 1

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REEL: 030647 FRAME: 0955 502391298

## ASSIGNMENT

WHEREAS, JVC KENWOOD CORPORATION, a Japanese corporation, having a place of business at 12, 3-CHOME, MORIYA-CHO, KANAGAWA-KU, YOKOHAMA, JAPAN, hereinafter referred to as the ASSIGNOR, is an Assignce of record and owns rights to the Patents listed below, hereinafter referred to as the Inventions;

WHEREAS, RAKUTEN, INC., a Japanese corporation, having a place of business at 12-3, HIGASHISHINAGAWA 4-CHOME, SHINAGAWA-KU, TOKYO, JAPAN 140-0002, hereinafter referred to as the ASSIGNEE:

NOW, WITNESSETH that FOR GOOD AND VALUABLE CONSIDERATION, the receipt, adequacy and sufficiency of which are hereby acknowledged, said ASSIGNOR hereby assigns, sells and transfers to ASSIGNEE, their assigns and legal representatives, their entire right, title and interest in said Inventions, whereby ASSIGNEE acquires an undivided interest for the United States in and to said **Inventions**, and any and all Patents which may be granted thereon. including any and all renewals, reissues and prolongations thereof, with all the rights, powers, privileges, and advantages in any way arising from or pertaining thereto, for and during the term or terms of any and all such Patents when granted, including any and all renewals, reissues and prolongations thereof, for the use and benefit of said ASSIGNEE and their assigns and legal representatives, in as ample and as beneficial a manner for all intents and purposes as said ASSIGNOR solely might or could have held and enjoyed the same had this assignment not been made.

ALSO, said ASSIGNOR hereby agrees to execute all papers necessary to assign an undivided interest to the ASSIGNEE, or any assignee acquiring title to said invention, and to execute any other papers that may be needed in connection with Securing any and all Patents thereon.

## Patents

| 1 | Application #: | Filing Date: | Patent #: | Issue Date: |
|---|----------------|--------------|-----------|-------------|
|   | 08933825       | 09/19/1997   | 6618335   | 09/09/2003  |
| 1 | 10637596       | 08/11/2003   | 7408859   | 08/05/2008  |
| - | 10637595       | 08/11/2003   | 7415619   | 08/19/2008  |

JVC KÉNWOOD CORPORATION (Assignor's authorized representative) June 11, 2013

June 11, 2013

**PATENT** REEL: 030647 FRAME: 0956

RECORDED: 06/20/2013