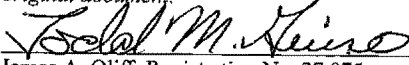


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B. Execution Date: <u>07/31/2013</u>					
4. A. Patent Application No. <u>13/956,575</u>					
B. Patent No.(s) _____					
Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No					
C. Title of Application: <u>TERMINAL APPARATUS, ADVERTISEMENT DISPLAY CONTROL APPARATUS, AND ADVERTISEMENT DISPLAY METHOD</u>					
5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>James A. Oliff</u> Address: OLIFF & BERRIDGE, PLC P.O. Box 320850 Alexandria, VA 22320-4850 Phone Number: 703-836-6400 Fax Number: 703-836-2787 Email: email@oliff.com			6. Total number of applications and patents involved: <u>1</u>		
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9. Statement and signature. <i>To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.</i> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="width: 60%;">  _____ James A. Oliff, Registration No. 27,075 Todd M. Guise, Registration No. 46,748 Roane T. Noel, Registration No. 63,004 </div> <div style="width: 35%; text-align: right;"> Date: <u>August 1, 2013</u> </div> </div>					

CH \$40.00 150461 13956575

U.S. ASSIGNMENT

IN CONSIDERATION of the sum of One Dollar (\$1.00), and of other good and valuable consideration paid to the undersigned inventor(s) (hereinafter, "ASSIGNOR") by
(Insert Name(s) & Address(es) of ASSIGNEE(S))

Yahoo Japan Corporation
9-7-1 Akasaka, Minato-ku, Tokyo 107-6211, Japan

(hereinafter, "ASSIGNEE"), the receipt of which is hereby acknowledged, the undersigned ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the entire and exclusive right, title and interest to the invention entitled
(Title of Invention)

TERMINAL APPARATUS, ADVERTISEMENT DISPLAY CONTROL APPARATUS,
AND ADVERTISEMENT DISPLAY METHOD

relating to International Patent Application PCT/JP / _____ and/or for which application for Letters Patent of the United States was executed on even date herewith or, if not so executed, was:

(a) executed on July 31, 2013 ; *(Insert date of execution of application, if not concurrent)*

(b) filed on August 1, 2013 ;

Serial No. 13 / 956,575 ;

Assignee's attorney is hereby authorized to insert in (b) the specified data, when known.

and to said application and all Letters Patent(s) of the United States granted on said application and any continuation, division, renewal, substitute, reissue or reexamination application based thereon, for the full term or terms for which the said Letters Patent(s) may be granted and including any extensions thereof (collectively, hereinafter, "said application(s) and Letters Patent(s)").

The ASSIGNOR agree(s), when requested by said ASSIGNEE and without charge to but at the expense of said ASSIGNEE, to do all acts which the ASSIGNEE may deem necessary, desirable or expedient, for securing, maintaining and enforcing protection for said invention, including in the preparation and prosecution of said application(s) and the issuance of said Letters Patent(s), in any interference, reissue, reexamination, or public use proceeding, and in any litigation or other legal proceeding which may arise or be declared in relation to same, such acts to include but not be limited to executing all papers, including separate assignments and declarations, taking all rightful oaths, providing sworn testimony, and obtaining and producing evidence.

IN WITNESS WHEREOF, the undersigned inventor(s) has (have) affixed his/hers/their signature(s).

1)	<u>Kentaro Kazama</u> <i>(Signature)</i>	<u>Kentaro KAZAMA</u> <i>(Type Name)</i>	<u>7.31.2013</u> <i>(Date)</i>
2)	_____ <i>(Signature)</i>	_____ <i>(Type Name)</i>	_____ <i>(Date)</i>
3)	_____ <i>(Signature)</i>	_____ <i>(Type Name)</i>	_____ <i>(Date)</i>
4)	_____ <i>(Signature)</i>	_____ <i>(Type Name)</i>	_____ <i>(Date)</i>
5)	_____ <i>(Signature)</i>	_____ <i>(Type Name)</i>	_____ <i>(Date)</i>
6)	_____ <i>(Signature)</i>	_____ <i>(Type Name)</i>	_____ <i>(Date)</i>

PATENT