

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT2825973

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CHARLES MCCOY	04/21/2014
LEO PEDLOW	04/22/2014
TRUE XIONG	04/21/2014
RECEIVING PARTY DATA	
Name:	SONY CORPORATION
Street Address:	1-7-1 KONAN, MINATO-KU
City:	TOKYO
State/Country:	JAPAN
Postal Code:	108-0075
Name:	SONY NETWORK ENTERTAINMENT INTERNATIONAL LLC
Street Address:	6080 CENTER DRIVE
City:	LOS ANGELES
State/Country:	CALIFORNIA
Postal Code:	90045
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14259581
CORRESPONDENCE DATA	
Fax Number:	(908)518-7795
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	908-518-7700
Email:	docket@mwpatentlaw.com
Correspondent Name:	MAYER & WILLIAMS PC
Address Line 1:	251 NORTH AVE. WEST
Address Line 2:	2ND FLOOR
Address Line 4:	WESTFIELD, NEW JERSEY 07090
ATTORNEY DOCKET NUMBER:	201304842.01
NAME OF SUBMITTER:	MICHELLE WOLF
SIGNATURE:	/michelle wolf/

PATENT

DATE SIGNED:	04/23/2014
Total Attachments: 4 source=201304842-01-Executed-Asgn#page1.tif source=201304842-01-Executed-Asgn#page2.tif source=201304842-01-Executed-Asgn#page3.tif source=201304842-01-Executed-Asgn#page4.tif	

ASSIGNMENT

WHEREAS, we, Charles McCoy, Leo Pedlow and True Xiong as below named inventors, 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

IN-STORE OBJECT HIGHLIGHTING BY A REAL WORLD USER INTERFACE

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 1-7-1 Konan, Minato-ku, Tokyo, 108-0075 Japan and Sony Network Entertainment International LLC, a Delaware corporation with offices at 6080 Center Drive, Los Angeles, CA 90045 (hereinafter referenced as ASSIGNEES) 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 thereto;

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;

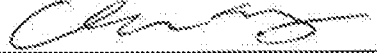
And I further agree that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to me and will testify as to the same in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

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 execution date, serial number and filing date of this application in the spaces that follow:
Serial Number: 14259581, Filing Date: 04/23/2014

This assignment is being executed on the date indicated below.

Dated: 4/21/2014

Sig. 
Charles McCoy

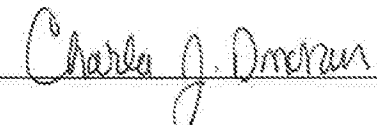
STATE OF CALIFORNIA _____)
SS.
COUNTY OF SAN DIEGO _____)

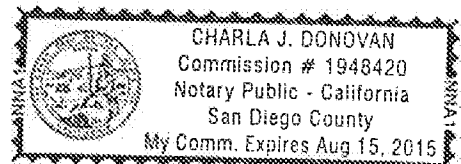
On April 21 2014, before me, Charla J. Donovan, Notary Public
personally appeared Charles McCoy

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

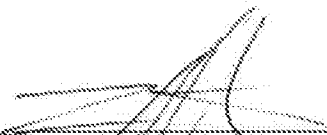
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature  (Seal)



Dated: 4/22/2014

Sig. 
Leo Pedlow

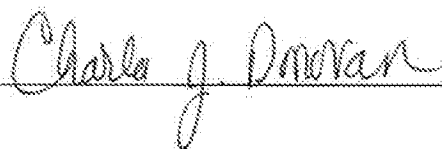
STATE OF CALIFORNIA _____)
ss.
COUNTY OF SAN DIEGO _____)

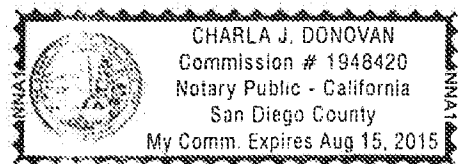
On April 22, 2014 2014, before me, Charla J. Donovan, Notary Public
personally appeared Leo Pedlow

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature  (Seal)



Dated: 04/21/2014

Sig. *True Xiong*
True Xiong

STATE OF CALIFORNIA _____)

ss.

COUNTY OF SAN DIEGO _____)

On April 21, 2014, before me, Charla J. Donovan, Notary Public
personally appeared True Xiong

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature *Charla J. Donovan* (Seal)

