#### 503811971 05/04/2016

# PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	

### **CONVEYING PARTY DATA**

Name	Execution Date	
JUN NUMAZAWA	04/27/2016	
TENSHIN HAYASHI	04/27/2016	

### **RECEIVING PARTY DATA**

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State/Country:	JAPAN		
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## **PROPERTY NUMBERS Total: 1**

Property Type	Number
Application Number:	15034294

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NAME OF SUBMITTER:	BETSY BAI, NEW APPLICATIONS SPECIALIST
SIGNATURE:	/Betsy Bai/
DATE SIGNED:	05/04/2016

**Total Attachments: 1** 

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**PATENT** REEL: 038456 FRAME: 0331

503811971

	ASSI	GNMENT		
Whereas, I/we,				
Name		Address		
1) Jun NUMAZAWA	c/o Rakuten, Inc., 1-14-1 Tamagawa, Setagaya-ku, Tokyo 158-9094 Japan			
2) Tenshin HAYASHI	c/o Rakuten, Inc., 1×14-1 Tamagawa, Sotagaya-ku, Tokyo 158-0094 Japan			
hereinafter called assignor(s), have				
SERVER, DISPLAY CONTRO	L METHOD, AND D	ISPLAY CONTROL	PROGRAM	
	•			
and executed an application for Le	tters Patent of the Unite	d States of America the	refor on even date herewith	unless otherwise
	y 4, 2016	, Scrial No.	15/034,294	التسب ب
Whereas	<del>y 1, 2010</del>	, DUIGITYO	13/034,234	; and
Rekuten, Inc.			•	
1-14-1 Ta	nagawa,			
Setagaya-k	u, Tokyo 158-0094 Jap	an		
(assignce), desires to acquire the e patents to be obtained therefor;	ntire right, title and inter	rest in the application a	nd invention, and to any Uni	ited States
NOW THEREFORE, be it I	mown that, for good and	l valuable consideration	from assignee: the receipt	of which is
hereby acknowledged, I/WE, as as	signor(s), have sold, ass	igned, transferred, and	set over, and do hereby sell.	assion, transfer
and set over unto the assignee, its ]	lawful successors and as	ssigns, MY/OUR entire	right, title, and interest in a	nd to this
invention and this application, and	all divisions, and contin	mations thereof, and all	Letters Patent of the United	States which
may be granted thereon, and all re-	ssues thereof; and I/WE	hereby authorize and re	equest the Commissioner of	Patents and
Trademarks of the United States to	issue all Letters Patent	for this invention to ass	signee, its successors and as	signs, in
accordance with the terms of this	Assignment,			
AND, I/WE HEREBY furth assignee, its successors and assign sign all lawful papers when called the title to this invention in said as	s, any facts known to Mi upon to do so, execute a	E/US respecting this inv and deliver all papers th	vention and testify in any leg at may be necessary or desir	gal proceeding, rable to perfect

INVENTORS	DATE SIGNED	
1):	泥海 泥의	20/6/4/27
Name:	Jun NUMAZAWA	
2):	木い	20/6/4/27
Name:	Tenshin HAYASHI	

and enforce proper patent protection for this invention in the United States, it being understood that any expense incident to the

execution of such papers shall be borne by the assignee, its successors and assigns.

(Legalization not required for recording but is prima facte evidence of execution under 35 U.S.C. § 261)

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**RECORDED: 05/04/2016**