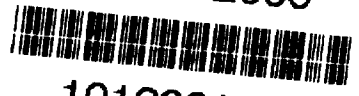


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03-28-2000

Form PTO-1595 (Rev. 6/93) OMB No. 0651-0011



U. S. Dept. of Commerce Patent and Trademark Office

101299113

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof

1. Name of Conveying Party(ies): Hiroaki Ichioka, Satoshi Yamada, Kiichiro Ito. Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies): Name: Piolax, Inc. Internal Address: Address: 51 Iwai-cho, Hodogaya-ku, Yokohama-shi

3. Nature of conveyance: X Assignment Merger Other Security Agt. Change of Name. Execution Date: February 10, 2000

City: Kanagawa-ken Country: Japan Zip: Additional name(s) & address(es) attached: Yes No

4. If this document is being filed together with a new application, the execution date is: February 10, 2000. Application number(s) or patent number(s): A. Patent Application No.(s) B. Patent No(s). Additional numbers attached: Yes No

09/510944

5. Name and address of party to whom correspondence concerning document should be mailed: Name: David L. Wisz, HOWARD & HOWARD. Internal Address: (Same as Street Address). Street Address: 1400 N. Woodward Avenue, Suite #101. City: Bloomfield Hills State: MI Zip: 48304-2855

6. Total no. of applications and patents involved: 1. 7. Total fee (37 CFR 3.41) \$ 40.00. Enclosed Authorized to be charged to deposit account

8. Deposit account number: 08-2789. (Attach duplicate copy of this page if paying by deposit account)

03/27/2000 DCDATES 00000150 09510944 01 FC:581 (40.00 OP)

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9. Statement and signature: 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. 10. Signature: David L. Wisz. Date: 22 Feb 00

Total number of pages including cover sheet, attachments and document: 3

**ASSIGNMENT**  
**(Joint Inventors)**

WHEREAS, We, Hiroaki ICHIOKA, Satoshi YAMADA and Kiichiro ITO,  
(hereinafter referred to as Assignors), residing respectively at c/o PIOLAX INC.  
51 Iwai-cho, Hodogaya-ku, have invented new and useful improvements in:  
Yokohama-shi, Kanagawa-ken, Japan

CUP HOLDER INSTALLED IN VEHICLE

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which is set forth in an application in the United States executed on even date herewith:

AND WHEREAS, PIOLAX INC.,  
(hereinafter referred to as Assignee), of 51 Iwai-cho, Hodogaya-ku,  
Yokohama-shi, Kanagawa-ken, Japan, is  
desirous of acquiring the entire right, title and interest in and to said invention and said  
Letters Patent of the United States, and in and to any Letters Patent or Patents, United States  
or foreign, to be obtained therefor and thereon:

NOW, THEREFORE, be it known by all whom it may concern, that for and in  
consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt  
of which is hereby acknowledged, the Assignors have assigned, sold and set over, and by  
these presents assign, sell and set over unto the Assignee, its successors, legal representatives  
and assigns, for the territory of the United States of America and all foreign countries, the  
entire right, title and interest in and to said invention, said application for Letters Patent,  
including the right to file foreign patent applications corresponding to said application, and  
the right to claim the priority date of said United States patent application and any legal  
equivalents thereof, and any and all Letters Patent or Patents in the United States of America  
and all foreign countries which may be granted therefor and thereon, and to any and all  
divisions, continuations, and continuations-in-part of said application, or re-issues or  
extensions of said Letters Patent or Patents prepared and executed by Assignors on even date  
herewith, the same to be held and enjoyed by the Assignee, as fully and entirely as the same  
would have been held by the Assignors had this Assignment and sale not been made.

AND the Assignors hereby covenant and agree that the Assignors will at any time upon the request and at the expense of the Assignee execute and deliver any and all papers and do all lawful acts that may be necessary or desirable to perfect the title to said invention and to obtain Letters Patent therefor, and the Assignors hereby authorize and request the Commissioner of Patents to issue said Letters Patent to the said Assignee in accordance with this Agreement.

February 10, 2000

Date

Hiroaki Ichioka  
Inventor Hiroaki ICHIOKA

February 10, 2000

Date

Satoshi Yamada  
Inventor Satoshi YAMADA

February 10, 2000

Date

Kiichiro Ito  
Inventor Kiichiro ITO

Please address all correspondence and telephone calls and, upon recordation, please return this document to:

**HOWARD & HOWARD**  
1400 North Woodward Avenue, Suite 101  
Bloomfield Hills, Michigan 48304-2856  
(810) 645-1483