

FORM PTO-1595 (modified)

05-29-2002

U.S. DEPARTMENT OF COMMERCE

(Rev 6-93)

RI



1 SHEET

Patent and Trademark Office

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To the Director of the United States Patent and Trademark Office: Please record the attached original documents or copies thereof.

1. Name of conveying party(ies):

Peter DIXON

5/21/02

2. Name and address of receiving party(ies):

NISSAN JIDOSHA KABUSHIKI KAISHA
No. 2 Takaracho, Kanagawa-ku,
Yokohama-shi, Kanagawa-ken, Japan

10072 U.S. PTO
29/160937

Additional conveying party(ies) NO

3. Nature of conveyance:

ASSIGNMENT

Execution Date:

April 15, 2002

Additional name(s) & address(es) attached? NO

4. Application number(s) or patent number(s):

If this is being filed together with a new application, the execution date of the application is: April 15, 2002

A. Patent Application Number(s):

Unassigned

B. Patent Number(s):

29/160937

Additional numbers attached? NO

5. Name and address of party to whom correspondence concerning document should be mailed:

Glenn Law
FOLEY & LARDNER
Washington Harbour
3000 K Street, N.W., Suite 500
Washington, D.C. 20007-5143

6. Total number of applications/patents involved: 1

7. Total fee (37 C.F.R. § 3.41): \$40.00

Check Enclosed

Charge to deposit account

8. Deposit account number: 19-0741

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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. The Commissioner is hereby authorized to charge any additional recordation fees which may be required in this matter to the above-identified deposit account.

Glenn Law

34371

May 21, 2002

Name of person signing

Signature

Date

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

05/23/2002 JBALINAN 00000011 29160937

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A S S I G N M E N T

WHEREAS, I, Peter Dixon, a citizen of the United States, whose post office address is c/o Lippincott & Margulies of 499 Park Avenue, New York, NY 10022, U.S.A., have made an invention entitled "Advertising Pillar" as set forth and described in application for Letters Patent of the United States Serial No. _____ filed _____ and

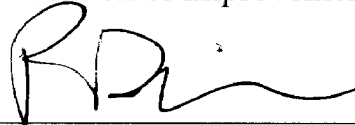
WHEREAS, Nissan Jidosha Kabushiki Kaisha (also trading as Nissan Motor Co., Ltd.) (hereinafter "ASSIGNEE"), a corporation organized and existing under the laws of the Country of Japan, and having an office for the transaction of business at No. 2 Takaracho, Kanagawa-ku, Yokohama-shi, Kanagawa-ken, Japan, is desirous of acquiring the entire right, title and interest in and to said invention and any improvements thereon, and in and to the said application for Letters Patent therefor, and any Letters Patent which may be obtained therefore;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, BE IT KNOWN, that I, the said, Peter Dixon, for and in consideration of the sum of One Dollar (\$1.00), lawful money of the United States, to me in hand paid by said ASSIGNEE, and other valuable considerations unto me moving from said ASSIGNEE, at or before the ensembling and delivery of these presents, the receipt of which is hereby acknowledged, have sold, assigned, transferred and conveyed and by these presents do sell, assign, transfer and convey, unto said ASSIGNEE, its successors and assigns, the entire right, title and interest in and to the said invention entitled "Advertising Pillar" as set forth and described in application for Letters Patent of the United States Serial No. _____, filed _____ and any and all improvements thereon, and in and to said application and any division, continuation or continuation-inpart thereof, TO HAVE AND TO HOLD THE SAME to the full end of the term or terms for which any and all said Letters Patent may be granted;

AND I, the said, Peter Dixon, do hereby authorize and request the Commissioner of Patents and Trademarks to issue the said Letters Patent of the United States to said ASSIGNEE, as the assignee of the entire right, title and interest in and to the same, for the sole use and behoof of said ASSIGNEE, its successors and assigns;

AND I, the said, Peter Dixon for the considerations aforesaid, do hereby covenant and agree to and with said ASSIGNEE, its successors and assigns, that I have the full power to make this assignment, and that the rights assigned are not encumbered by any grant, license or right heretofore given, and that I, my executors or administrators, shall and will do all lawful acts and things and make, execute and deliver without further compensation, any and all other instruments in writing, further applications, papers, affidavits, powers of attorney, assignments, and other documents which, in the opinion of counsel for said ASSIGNEE, its successors and assigns, may be required or necessary to more effectively

secure to and vest in said ASSIGNEE, its successors and assigns, the entire right, title and interest in and to said invention and improvements, applications, Letters Patent, rights, benefits, privileges and advantages hereby sold, assigned, transferred and conveyed, and that I will sign any applications for reissue which may be desired by the owner of the patent or patents which may be issued for the said invention or improvements.

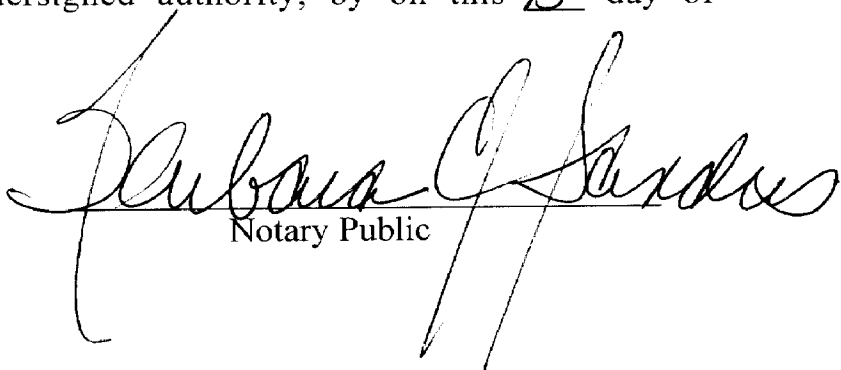


Peter Dixon

STATE OF *New York*)

COUNTY OF *NY*) :ss:

BE IT KNOWN, that on this 15th day of APRIL, 2002 before me personally came Peter Dixon, to me known and known to me to be the person mentioned in and who executed the foregoing assignment, and he acknowledged to me that he executed the same as his free act and deed for the use and purposes therein mentioned. SUBSCRIBED AND SWORN before me, the undersigned authority, by on this 15th day of April, 2002.



Notary Public

SEAL

Barbara F. Sanders
Notary Public, State of New York
Registration #01SA6036485
Qualified In Bronx County
My Commission Expires Jan. 24, 2007 *6*