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U.S. DEPARTMENT OF COMMERCE  
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To The Honorable Commissioner of Patents and Trademarks:  
Please record the attached original document(s) or copy(ies) thereof.

Docket No.: P07994US00/DEJ

1. Name of conveying party(ies)  
Claude GILLARD

7-11-03

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

Name: JCDECAUX SA  
Street Address: 17 rue Soyer  
City + Address: 92200 Neuilly-Sur-Seine, FRANCE

3. Nature of conveyance:

Assignment                      ..... Merger                      ..... Security Agreement  
..... Change of Name                      ..... Other:  
Execution Date: 7/7/03

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

This document is filed together with a new application, whose execution date is: 7/7/03

A. Patent Application No.(s)

29186151

B. Patent No.(s)

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

Name: Douglas E. Jackson                      Tel.: 703-739-4900  
LARSON & TAYLOR, PLC • 1199 North Fairfax St. • Suite 900 • Alexandria, VA 22314-1437

6. Total number of applications and patents involved:

#1

7. Total fee (37 CFR 3.41)

Enclosed

\$40.00

(8. Any insufficiency in fee is authorized to be charged to Deposit Account No. 12-0555.)

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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.

Douglas E. Jackson  
Name of person signing

Signature

July 11, 2003  
Date

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

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**ASSIGNMENT**

WHEREAS:

Claude GILLARD (sole inventor) of ZI Ste Apolline, 78378 Plaisir - France

hereinafter called ASSIGNOR, has made a certain new and useful invention for which application for Letters Patent of the United States of America is about to be made, said application being identified by:

Title: PANEL

Date of Execution: same as below.

Attorney Docket No.: P07994US00

WHEREAS:

JCDecaux SA, a corporation having its principal place of business at 17 rue Soyier 92200 Neuilly-Sur-Seine, France, organized and existing under and by virtue of the laws of France;

hereinafter called ASSIGNEE is desirous of acquiring the entire interest in and to said invention, said application and the Letters Patent to be obtained therefor;

**NOW, THEREFORE**, in consideration of One Dollar (\$1.00) and other good and valuable considerations, the receipt of which is hereby acknowledged, said ASSIGNOR(S) hereby sells (sell), assigns (assign) and transfers (transfer) to said ASSIGNEE, its successors and assigns, the entire right, title and interest in said invention, said application and any divisions or continuations thereof, and any Letters Patent obtained for the said invention in the United States, or issuing out of said application or any such division or continuation thereof, and any reissues or extensions of any such Letters Patent.

The Commissioner of Patents is hereby authorized and requested to issue Letters Patent for said invention to said ASSIGNEE of the entire right, title and interest therein.

And, the said ASSIGNOR hereby covenants that he has full right to convey the entire right, title and interest in said invention, and has not executed and will not execute any agreement in conflict herewith.

And ASSIGNOR further covenants that he will, at any time, upon request, execute and deliver any and all papers that may be necessary or desirable to perfect the title in said ASSIGNEE, to said invention, said application, or any Letters Patent that may be granted therefrom, and if said ASSIGNEE, or its assignee, desires to claim priority under the International Convention, make a substitute, divisional or continuation application for said invention, or to secure a reissue or