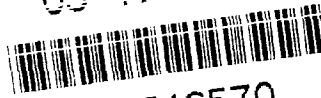


05-17-2004

OMB No. 6514-0011(exp-4/94)

SN-US045066



102746570

To the Honorable Commissioner of Patents and Trademarks:

Please record the attached original Documents or copy thereof.

1. Name of conveying party(ies): **5.12.04**
Noriyuki HORIUCHI

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

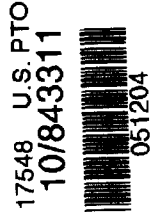
Name: **Shimano Inc.**
Internal Address:

Street Address: **3-77 Oimatsu-cho**

City: **Sakai**
Country: **JAPAN**

Prefecture: **Osaka**
ZIP: **590-8577**

Additional name(s) & address(es) attached? Yes No



3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other

Execution Date: **05/11/04**

4. Application number(s) or patent number(s): **10843311**

If this document is being filed together with a new application, the execution date of the application is: **05/11/04**

A. Patent Application No.(s)

B. Patent No.(s)

Additional Application numbers attached? Yes No

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

Name:
Shinju Global IP Counselors, LLP
Internal Address:

Street Address: **1233 Twentieth Street, NW Suite 700**
City: **Washington State: D.C.** ZIP: **20036**

6. Total number 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:

(Attach duplicate copy of this page if paying by deposit account)

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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.

David L. Tarnoff

Name of Person Signing

Signature

5-12-04
Date

Total number of pages including cover sheet, attachments, and document: **2**

Mail documents to be recorded with required cover sheet Information to:

Commissioner of Patents & Trademarks, Box Assignments

Washington, D.C. 20231

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05/13/2004 LWONDIM1 00000012 10843311

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ASSIGNMENT

WHEREAS, I, Noriyuki HORIUCHI, a citizen of Japan, residing at 3-5-8-402 Kosaka, Higashiosaka, Osaka 577-0801, Japan, (hereinafter ASSIGNOR), have made a certain invention entitled CYCLE COMPUTER DISPLAY APPARATUS for which I am making application for Letters Patent of the United States, which application has been executed concurrently herewith; and

WHEREAS, Shimano Inc., a corporation duly organized under the laws of Japan, located and doing business at 3-77, Oimatsu-cho, Sakai, Osaka 590-8577, Japan (hereinafter ASSIGNEE), is desirous of acquiring the entire right, title and interest in and to the aforementioned invention and the aforementioned application and any and all Letters Patent to be obtained on said invention and/or application;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

BE IT KNOWN that for good and valuable consideration paid to me by said ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, I, the ASSIGNOR, by these presents do hereby sell, assign, set over and transfer unto said ASSIGNEE, its successors, legal representatives or assigns, the entire right, title and interest in and to the aforesaid invention in and for the United States and all countries foreign thereto; and in, to and under the aforesaid United States application and any corresponding foreign applications and any divisional, continuing, substitute or reissue applications or supplementary disclosures which may be filed on said invention in any country; and my right to file said foreign applications and claim priority under the provisions of the International Convention; and any Letters Patent of the United States or any foreign country issued or granted on said invention and/or said applications;

AND I HEREBY authorize and request the Patent Office or other issuing authority to issue any and all patents on said invention and/or said application to said ASSIGNEE as sole assignee; and I further hereby authorize said ASSIGNEE to file and prosecute any of said foreign applications in its own name;

AND I HEREBY covenant that I have the full right to convey the entire right, title and interest herein assigned and that I have not executed and will not execute any assignment or other instrument in conflict herewith;

AND I HEREBY further covenant and agree to communicate to said ASSIGNEE, or its legal representatives, successors or assigns, any facts relating to said invention, including evidence for interference purposes or other proceedings, whenever requested, and to testify in any interference or in any other legal proceeding, when requested, and to execute and deliver on request all lawful papers required to make any of the foregoing provisions effective; and to perform the aforesaid communicating, executing and delivering, without any payment except expenses and to perform the aforesaid testifying for reasonable compensation; and generally to do everything possible to aid the said ASSIGNEE, its successors, legal representatives or assigns to obtain and enforce proper patent protection on and for said invention in all countries, and likewise I make these provisions binding upon my heirs, legal representatives and/or administrators.

The undersigned hereby grants the firm of Shinjyu Global IP Counselors, LLP the power to insert in this Assignment any further identification which may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

Noriyuki Horiuichi Date: May. 11. 2009
Name: Noriyuki HORIUCHI

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