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Docket No. 201487/1170

103228232

ginal documents or copy thereof.

1. Name of conveying party(ies):

Satoshi ISHIGAI  
So NINOMIYA

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

3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other

Execution Date(s):

1<sup>st</sup> Inventor: February 14, 2006  
2<sup>nd</sup> Inventor: February 14, 2006  
3<sup>rd</sup> Inventor:  
4<sup>th</sup> Inventor:

2. Name and address of receiving party(ies)

Name: DENTSU INC.

Street Address: 8-1, Higashi-shimbashi 1-chome,  
Minato-ku

City: Tokyo State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: Japan Postal Code: 105-7001

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

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

If this document is being filed together with a new application, the filing date of the application is: \_\_\_\_\_

A. Patent Application No.(s)

10/558,455

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Attorney Name: Michael L. Goldman, Esq.

Firm Name: Nixon Peabody LLP

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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:

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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.*

Michael L. Goldman

Name of Person Signing

Registration No. 30,727

Michael L. Goldman  
Signature

April 12, 2006  
Date

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

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# ASSIGNMENT

WHEREAS, WE, Satoshi ISHIGAI, a citizen of Japan, located c/o DENTSU INC., 8-1, Higashi-shimbashi 1-chome, Minato-ku, Tokyo 105-7001 Japan; and, So NINOMIYA, a citizen of Japan, located c/o DENTSU INC., 8-1, Higashi-shimbashi 1-chome, Minato-ku, Tokyo 105-7001 Japan, have invented certain new and useful improvements in CONTACTPOINT NAVIGATION SYSTEMS AND RECORDING/TRANSMISSION MEDIA ON WHICH THE CONTACTPOINT MANAGEMENT METHOD IS RECORDED AND TRANSMITTED for which an application for Letters Patent in the United States, was filed as PCT International Application Number PCT/JP03/06666 on 28 May 2003 and assigned U.S. Serial Number 10/558,455;

AND WHEREAS, DENTSU INC., with its principal place of business at 8-1, Higashi-shimbashi 1-chome, Minato-ku, Tokyo 105-7001 Japan, desires to acquire the entire right, title and interest in and to the said improvements and the said Application:

NOW, THEREFORE, for good and valuable consideration, including salary or payment for the making of inventions, or employee benefits, the receipt of which is hereby acknowledged, I/We, the said inventor(s), do hereby acknowledge that I/We have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said DENTSU INC., its successor, legal representatives and assigns, the entire right, title and interest throughout the world in, to and under the said improvements, and the said application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and I hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to the said DENTSU INC., its successor, legal representatives and assigns, in accordance with the terms of this instrument.

AND I/WE HEREBY covenant and agree that I/We will communicate to the said DENTSU INC., its successors, legal representatives and assigns, any facts known to me respecting said improvements and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said DENTSU INC., its successor, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 17<sup>th</sup> day of February, 2006.

Satoshi Ishigai  
Satoshi ISHIGAI

Witnessed: Masataka Kawakami  
Name Masataka Kawakami  
Address 1-8-1, Higashi-shimbashi,  
Minato-ku Tokyo  
Date: February 17, 2006

Witnessed: Daisaku Yamada  
Name Daisaku Yamada  
Address 1-8-1, Higashi-shimbashi,  
Minato-ku Tokyo  
Date: February 17, 2006

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 17<sup>th</sup> day of February, 2006.

So Ninomiya  
So NINOMIYA

Witnessed: Masataka Kawakami

Name Masataka Kawakami

Address 1-8-1, Higashi-shimbashi  
Minato-ku Tokyo.

Date: February 14, 2006.

Witnessed: Daisaku Yamada

Name Daisaku Yamada

Address 1-8-1, Higashi-shimbashi  
Minato-ku Tokyo

Date: February 14, 2006.