

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
IDEO Inc.	08/16/2005
RECEIVING PARTY DATA	
Name:	Eli Lilly and Company
Street Address:	Lilly Corporate Center
Internal Address:	Patent Division
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46285
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11915859
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	patents@lilly.com
Correspondent Name:	Eli Lilly and Company/ Linda Durbin
Address Line 1:	P.O. Box 6288
Address Line 2:	Patent Division
Address Line 4:	Indianapolis, INDIANA 46206-6288
ATTORNEY DOCKET NUMBER:	X-17031
NAME OF SUBMITTER:	Linda M. Durbin
Total Attachments: 2 source=X17031Assignment4#page1.tif source=X17031Assignment4#page2.tif	

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REEL: 020173 FRAME: 0181

ASSIGNMENT

WHEREAS IDEO INC., a Michigan corporation having a place of business at 100 Forest Avenue, Palo Alto, CA 94301 ("IDEO") has been assigned by John W. Lai, his right, title and interest in an invention which is the subject of a U.S. Provisional Patent Application titled **NEEDED PHARMACEUTICAL DELIVERY DEVICE WITH TRIGGERED AUTOMATIC NEEDLE INSERTION AND MANUALLY CONTROLLED PHARMACEUTICAL INJECTION**, having seventeen (17) pages of text and five (5) pages of drawings and filed on June 21, 2005 as Application No. 60/692,437(hereinafter the "Application"); and

WHEREAS ELI LILLY AND COMPANY, an Indiana corporation having its principal place of business at Lilly Corporate Center, Indianapolis, Indiana 46285, wishes to acquire the entire right, title and interest in the Application and in all inventions disclosed in the Application;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, IDEO hereby sells, assigns, transfers and sets over unto Eli Lilly and Company, its successors and assigns (collectively "Lilly") its entire right, title and interest in, to and under the Application and in all inventions disclosed therein; all rights of priority thereto pursuant to the International Convention for the Protection of Industrial Property; any and all present or future patent applications to such inventions that may be filed in the United States or any foreign country, inclusive of, but not limited to, continuations, continuations-in-part, divisions, substitutions, reexaminations, reissues, international applications under the Patent Cooperation Treaty ("PCT"), United States provisional patent applications, certificates of addition, utility models, petty patents, as well as all other intellectual property related to the Application, inclusive of, but not limited to, supplementary protection certificates, copyrights, trademarks, and data package exclusivity rights; and any and all Letters Patent of the United States and of all foreign countries and all related patent term extensions which may be granted for Letters Patent with respect to the Application; all of the above to be held and enjoyed by Lilly for its own use and enjoyment to the full end of the term or terms for which such Letters Patent and related intellectual property rights may be granted, as fully and entirely as the same would have been held and enjoyed by IDEO had this Assignment and sale to Lilly not been made.

For itself and for its successors and legal representatives, IDEO covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Assignment.

For itself and for its successors and legal representatives, IDEO further covenants and agrees with Lilly that upon request IDEO and they will, without further consideration than that now paid, but at the expense of Lilly: (i) execute original, provisional, substitute, continuation, divisional, continuation-in-part, reexamined, or reissued applications, amended specifications, or rightful declarations or oaths for such application; (ii) communicate to Lilly any facts known to IDEO or them relating to such inventions or the history thereof; (iii) execute preliminary statements and testify in any interference proceedings, litigation

discovery proceedings and depositions, oppositions, cancellation proceedings, priority contests, public use proceedings, administrative agency proceedings, litigation and other court actions and the like; (iv) execute and deliver any application papers, affidavits, declarations, assignments, or other instruments; and (v) do all other acts which, in the opinion of counsel for Lilly, may be necessary or desirable to secure the grant of Letters Patent and related intellectual property to Lilly or its nominees, in the United States and in all other countries where Lilly may desire to have such inventions, or any of them, patented, with specifications and claims in such form as shall be approved by counsel for Lilly and to vest and confirm in Lilly or its nominees the full and complete legal and equitable title to all such Letters Patent and related intellectual property.

IN WITNESS WHEREOF IDEO has caused this assignment to be executed on the date indicated below.

IDEO INC.

August 16th, 2005
Date

By: [Signature]

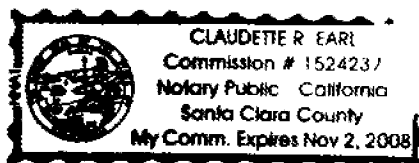
Printed: BILL MCGRIDGE

Title: COFOUNDER

UNITED STATES OF AMERICA

STATE OF California)
COUNTY OF Santa Clara) ss:

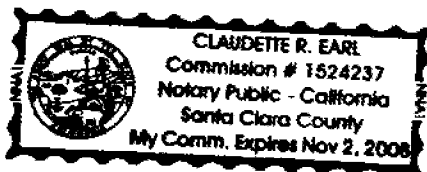
Before me, a Notary Public for Santa Clara County, State of California, personally appeared Bill Mogridge and acknowledged the execution on behalf of IDEO of the foregoing instrument this 16th day of August, 2005.



Claudette R. Earl
Notary Public

Printed Name: Claudette R. Earl.

Commission Expires: 11/02/08



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