

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

| | |
|--|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Giorgetto GIUGIARO | 01/18/2008 |
| RECEIVING PARTY DATA | |
| Name: | CEMUSA CORPORACION EUROPEA DE MOBILIARO URBANO, S.A. |
| Street Address: | C/Francisco Sancha 24 |
| City: | Madrid |
| State/Country: | SPAIN |
| Postal Code: | E-28034 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 29291779 |
| CORRESPONDENCE DATA | |
| Fax Number: | (212)425-5288 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 2129086337 |
| Email: | gcuaycong@kenyon.com |
| Correspondent Name: | Geneveve G. Cuaycong |
| Address Line 1: | One Broadway |
| Address Line 4: | New York, NEW YORK 10004-1007 |
| ATTORNEY DOCKET NUMBER: | 14154/1005A001 |
| NAME OF SUBMITTER: | Maria Luisa Palmese |
| Total Attachments: 2 | |
| source=assign 14154-1005A001#page1.tif | |
| source=assign 14154-1005A001#page2.tif | |

CH \$40.00 29291779

500446983

PATENT
REEL: 020408 FRAME: 0799

ASSIGNMENT

WHEREAS, I

**Giorgetto GIUGIARO, a resident of:
Via Achille Grandi 21, Moncalieri, Turin, Italy 10024
Citizenship: Italy**

have made inventions and discoveries in an application for Letters Patent of the United States of America for **INFORMATION/ADVERTISING PANEL ASSEMBLY**, which was filed in the United States Patent and Trademark Office on **September 13, 2007**, and accorded Application No. **29/291,779**;

WHEREAS, CEMUSA CORPORACION EUROPEA DE MOBILIARIO URBANO, S.A., herein after called Assignee, having a place of business at C/Francisco Sancha 24, E-28034 Madrid, SPAIN, and who, together with its successors and assigns, is desirous of acquiring the title, rights, benefits, and privileges hereinafter recited;

NOW, THEREFORE, for appropriate and proper consideration furnished to me by Assignee, receipt and sufficiency of which we hereby acknowledge, I hereby, without reservations:

1. Assign, transfer, and convey to Assignee the entire right, title, and interest in and to said inventions and discoveries, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discoveries, including all divisional, renewal, substitute, and continuation applications based in whole or in part upon said inventions or discoveries, or upon said applications, and any and all Letters Patent, reissues, and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications, and said Letters Patent.
2. Authorize Assignee to file patent applications in any or all countries for any or all of said inventions and discoveries in my name or in the name of Assignee or otherwise as Assignee may deem advisable, under an International Convention or otherwise.
3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as assignee of the entire right, title, and interest therein or otherwise as Assignee may direct.

4. Warrant that I have not conveyed to others any right, title, or interest in said inventions, discoveries, applications, or patents or any license to use the same or to make, use, or sell anything embodying or utilizing any of said inventions or discoveries; that I have good right to assign the same to Assignee without encumbrance; and that I am aware of no claim to the contrary.

5. Bind my heirs, legal representatives, and assigns, as well as myself, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to myself or them, all acts reasonably serving to assure that said inventions and discoveries, said patent applications, and said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by myself, my heirs, legal representatives, and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to us relating to said inventions and discoveries or the history thereof; to furnish Assignee with any and all documents, photographs, models, samples, and other physical exhibits in my control or in the control of my heirs, legal representatives, or assigns which may be useful for establishing the facts of my conception, disclosure, and reduction to practice of said inventions and discoveries; and to testify to the same in any interference, arbitration, or litigation.

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal this

18th day of January, 2008.


Giordetto Giugiaro
Chairman
Giordetto GIUGIARO
MADEIRA GIUGIARO S.P.A.