

## PATENT ASSIGNMENT

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

## CONVEYING PARTY DATA

Name	Execution Date
Satoshi Nishida	04/20/2009
Shigetaka Yamakawa	04/20/2009
Mieko Sugihara	04/20/2009
Keita Manabe	04/20/2009
Jun Hasegawa	04/20/2009
Yutaka Kamoshita	04/20/2009
Hideaki Haruta	04/20/2009
Yoshifumi Morita	04/20/2009

## RECEIVING PARTY DATA

Name:	DENTSU INC.
Street Address:	1-8-1, HIGASHI-SHINBASHI
Internal Address:	MINATO-KU
City:	TOKYO 1057001
State/Country:	JAPAN
Postal Code:	Tokyo 1057001

## PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12518817

## CORRESPONDENCE DATA

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CH \$40.00 12518817

500884211

PATENT  
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ATTORNEY DOCKET NUMBER:

FUR0018-US

NAME OF SUBMITTER:

Michael Bednarek

Total Attachments: 4

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**ASSIGNMENT**

WHEREAS, Satoshi Nishida, residing at c/o Dentsu Inc. Kansai, 2-4-5, Dojima, Kita-ku, Osaka-shi, Osaka 5308228 JAPAN; Shigetaka Yamakawa, residing at c/o Dentsu Inc. Kansai, 2-4-5, Dojima, Kita-ku, Osaka-shi, Osaka 5308228 JAPAN; Mieko Sugihara, residing at c/o Dentsu Inc. Kansai, 2-4-5, Dojima, Kita-ku, Osaka-shi, Osaka 5308228 JAPAN; Keita Manabe, residing at c/o Dentsu Inc. Kansai, 2-4-5, Dojima, Kita-ku, Osaka-shi, Osaka 5308228 JAPAN; Jun Hasegawa, residing at c/o Dentsu Inc. Kansai, 2-4-5, Dojima, Kita-ku, Osaka-shi, Osaka 5308228 JAPAN; and Yutaka Kamoshita, residing at c/o Dentsu Inc. Kansai, 2-4-5, Dojima, Kita-ku, Osaka-shi, Osaka 5308228 JAPAN; Hideaki Haruta, residing at c/o Dentsu Inc. 1-8-1, Higashi-shinbashi, Minato-ku, Tokyo 1057001, JAPAN; and Yoshifumi Morita, residing at c/o Dentsu Inc. 1-8-1, Higashi-shinbashi, Minato-ku, Tokyo 1057001, JAPAN; (hereinafter "Assignors") have invented certain new and useful improvements in

**ADVERTISING MEDIUM DETERMINATION DEVICE AND METHOD THEREFOR**

for a full description of which, reference is here made to an application for Letters Patent of the United States of America

☒ Executed concurrently herewith

☐ Executed on

☐ Serial. No.        filed

in the U.S. Patent and Trademark Office and to U.S. provisional patent application(s)

☐ Serial. No.        , filed

in the U.S. Patent and Trademark Office; and

**ASSIGNMENT****DOCKET NO. FUR0018-US**

WHEREAS, DENTSU INC., a Japanese company, having its principal office and place of business at 1-8-1, Higashi-shinbashi, Minato-ku, Tokyo 1057001 JAPAN; (hereinafter "Assignee") is desirous of acquiring the entire right, title, and interest in, to, and under said invention and application above identified, and in, to, and under any Letters Patent that may be obtained for said invention, together with all foreign rights corresponding thereto, as hereinafter more fully set forth.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that, for good and valuable and legally sufficient consideration, the receipt of which by each Assignor from Assignee is hereby acknowledged, Assignors have agreed to sell, assign, and transfer and by these presents does hereby, sell, assign, and transfer unto Assignee the entire right, title and interest in, to, and under said invention and application above identified and Letters Patent of the United States of America that may be obtained in respect thereof; any corresponding applications for Letters Patent and Letters Patent therefor in all other areas of the world; and any reissues, extensions, substitutions, confirmations, divisions, and continuations of any of the foregoing (hereinafter "Invention Rights"), to have and to hold for the sole and exclusive use and benefit of Assignee forever.

Assignors hereby covenant and agree, for themselves and for their respective legal representatives, to assist and cooperate with Assignee in the preparation and prosecution of any applications included within the Invention Rights and in the prosecution or defense of any interference, opposition, or other proceeding that may arise in connection with any applications or Letters Patent included within the Invention Rights and further to execute and deliver to Assignee any and all additional papers that may be requested by Assignee for the purpose of implementing the terms of this ASSIGNMENT.

Assignors hereby authorize and empower Assignee to invoke and claim for any applications or Letters Patent included within the Invention Rights the benefit of any

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rights to which Assignors might be entitled under international law or under the laws of any particular country (such as, without limitation, the right of priority provided by the International Convention for the Protection of Industrial Property, as amended) and to invoke and claim said rights without further written or oral authorization from Assignors.

Assignors hereby consent that a copy of this ASSIGNMENT shall be deemed a full legal and formal equivalent of any assignment, consent to file, or like document that may be required in any particular country for any purpose and more particularly in proof of the right of Assignee to claim the aforesaid benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended.

Assignors covenant and agree that this ASSIGNMENT and all of the terms hereof shall inure to the benefit of the successors, assigns, legal representatives, or nominees of Assignee, without further written or oral authorization from Assignors.

Assignors hereby authorize and request Assignee to fill in the following blanks specifying the United States Serial No. and filing date for said application above identified:

U.S. Serial No.:

Filed:

but Assignee's failure to do so shall have no bearing whatsoever upon the validity or legal effect of this ASSIGNMENT.

Assignors hereby authorize and request the Commissioner of Patents and the United States Patent and Trademark Office to issue Letters Patent to Assignee in accordance with the terms of this ASSIGNMENT.

SIGNATURE: Satoshi Nishida

Date: April 20, 2009


NAME: **SATOSHI NISHIDA**

**ASSIGNMENT**

**DOCKET NO. FUR0018-US**

SIGNATURE:   
NAME: **SHIGETAKA YAMAKAWA**

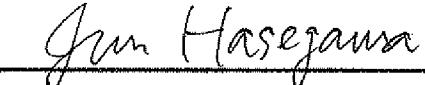
Date: April 20, 2009

SIGNATURE:   
NAME: **MIEKO SUGIHARA**

Date: April 20, 2009

SIGNATURE:   
NAME: **KEITA MANABE**

Date: April 20, 2009

SIGNATURE:   
NAME: **JUN HASEGAWA**

Date: April 20, 2009

SIGNATURE:   
NAME: **YUTAKA KAMOSHITA**

Date: April 20, 2009

SIGNATURE:   
NAME: **HIDEAKI HARUTA**

Date: April 20, 2009

SIGNATURE:   
NAME: **YOSHIFUMI MORITA**

Date: April 20, 2009