

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| John R. Davidson Jr. | 10/02/2009 |
| Joseph A. Stain | 10/02/2009 |
| RECEIVING PARTY DATA | |
| Name: | Michelin Recherche et Technique S.A |
| Street Address: | Route Louis Braille 10 |
| City: | Granges-Paccot |
| State/Country: | SWITZERLAND |
| Postal Code: | CH 1763 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 29344907 |
| CORRESPONDENCE DATA | |
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| ATTORNEY DOCKET NUMBER: | D50-0274 |
| NAME OF SUBMITTER: | Carolyn G. Uldrick |
| Total Attachments: 2 source=D50-0274Assignment#page1.tif source=D50-0274Assignment#page2.tif | |

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PATENT
REEL: 023332 FRAME: 0689

ASSIGNMENT OF RIGHTS, TITLE AND INTEREST IN INVENTION

This is an Assignment of the Rights, Title and Interest in an Invention entitled:

TIRE SIDEWALL

(hereinafter referred to as the "Invention") for which either a United States Patent Application or an International (PCT) Patent Application was filed in the United States (hereinafter referred to as the "Patent Application") and for which the Inventor(s) listed below hereby authorize and request that an attorney representing Michelin North America, Inc., Intellectual Property Department, Greenville, South Carolina, insert here in parentheses (application number 29/344,907, filed 10/06/2009) the filing date and application number of the Patent Application when known.

INVENTOR(S):

| NAME | ADDRESS |
|-----------------------|--|
| John R. Davidson, Jr. | 122 W. Circle Avenue Greenville, South Carolina 29607 |
| Joseph A. Stain | 3014 Arnold Drive Shelby, North Carolina 28152 |

ASSIGNEES:

| NAME | ADDRESS | COUNTRIES FOR WHICH ASSIGNMENTS BY INVENTORS OF ALL RIGHTS, TITLE AND INTEREST ARE MADE |
|---|--|---|
| Michelin Recherche et Technique S.A. | Route Louis Braille 10 CH 1763, Granges-Paccot Switzerland | United States, Canada, Mexico |
| IN JOINT OWNERSHIP Société de Technologie Michelin and Michelin Recherche et Technique S.A. | 23 rue Breschet FR-63000, Clermont-Ferrand France | All Countries except United States, Canada and Mexico |

WHEREAS, we, the above-identified Inventor(s), have invented certain new and useful improvements in the Invention identified above and described in the above-identified Patent Application; and

WHEREAS, we desire to assign all our rights title and interest in the Invention and in the Patent Application to the above identified Assignees;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged;


1. We hereby assign and transfer all of our rights, title and interest in and to the Invention and the Patent Application as identified above, including any divisions, continuations, and continuations-in-part thereof, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted or have granted for the Invention, and in and to any and all reissues and reexaminations thereof, and in and to any and all priority rights, Convention rights, and other benefits accruing or to accrue to us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto, unto the Assignees in conformance with the designation made above of the countries for which this assignment of all our rights, title and interest is made.

2. We further agree to sign and execute all necessary and lawful future documents, including applications for foreign patents, for filing divisions, continuations and continuations-in-part of the Patent Application and/or, for obtaining any reissue or reissues of any Letters Patent which may be granted for the Invention, as the Assignee or its Designee(s) may from time to time require and prepare at its own expense.

3. We hereby warrant and represent that we have not entered and will not enter into any assignment, contract or understanding in conflict herewith.

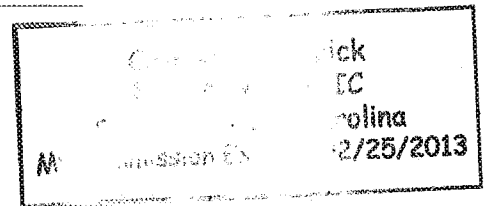
IN WITNESS WHEREOF, we have executed and delivered this instrument to the Assignees on the dates indicated below.

Executed this 2 day of Oct, in the year 2009 at Greenville /


(John R. Davidson, Jr.)

State of South Carolina

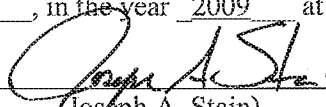
County of Greenville



Before me personally appeared John R. Davidson, Jr. who acknowledged the foregoing instrument to be a free act and deed and also represented that he or she is authorized to execute the same this 2 day of October in the year 2009.

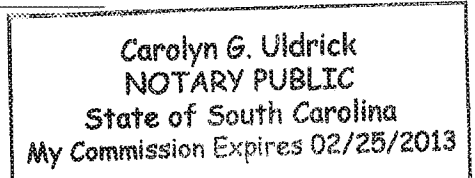

(Notary Public)

Executed this 2 day of Oct, in the year 2009 at Greenville /

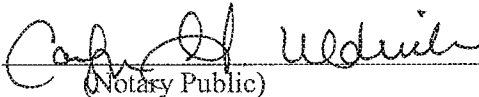

(Joseph A. Stain)

State of South Carolina

County of Greenville



Before me personally appeared Joseph A. Stain who acknowledged the foregoing instrument to be a free act and deed and also represented that he or she is authorized to execute the same this 2 day of October in the year 2009.


(Notary Public)