

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Yoshiaki ONO | 09/25/2009 |
| RECEIVING PARTY DATA | |
| Name: | THE PILOT INK CO., LTD. |
| Street Address: | 17, Midori-cho 3-chome, Showa-ku, Aichi |
| City: | Nagoya-shi |
| State/Country: | JAPAN |
| Postal Code: | 466-8588 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 12595388 |
| CORRESPONDENCE DATA | |
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| Address Line 4: | WASHINGTON, DISTRICT OF COLUMBIA 20037-3213 |
| ATTORNEY DOCKET NUMBER: | Q115370 |
| NAME OF SUBMITTER: | Steven M. Gruskin |
| Total Attachments: 1 source=Assignment#page 1.tif | |

CH \$40.00 12595388

ASSIGNMENT

Whereas, I/we Yoshiaki ONO of Aichi, Japan

hereinafter called assignor(s), have invented certain improvements in

THERMOCHROMIC COLORING COLOR-MEMORY COMPOSITION AND THERMOCHROMIC COLORING
COLOR-MEMORY MICROCAPSULE PIGMENT CONTAINING THE SAME

and executed an application for Letters Patent of the United States of America therefor on

September 25, 2009; and

Whereas, THE PILOT INK CO., LTD.
17, Midori-cho 3-chome, Showa-ku, Nagoya-shi, Aichi 466-8588 Japan

(assignee), desires to acquire the entire right, title and interest in the application and invention, and to any United States patents to be obtained therefor;

Now therefore, for valuable consideration, receipt whereof is hereby acknowledged,

I/We, the above named assignor(s), hereby sell, assign and transfer to the above named assignee, its successors and assigns, the entire right, title and interest in the application and the invention disclosed therein for the United States of America, including the right to claim priority under 35 U.S.C. § 119, and I/we request the Director – U.S. Patent and Trademark Office to issue any Letters Patent granted upon the invention set forth in the application to the assignee, its successors and assigns; and I/we will execute without further consideration all papers deemed necessary by the assignee in connection with the United States application when called upon to do so by the assignee.

I/We hereby authorize and request my/our attorneys SUGHRUE MION, PLLC of 2100 Pennsylvania Avenue, N.W., Washington, D.C. 20037-3213 to insert here in parentheses (Application number _____, filed _____) the filing date and application number of said application when known.

Date: September 25, 2009 s/ Yoshiaki Ono
Yoshiaki ONO