

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Yoshio IWASAKI	07/26/2010
Masako MIZUMOTO	07/29/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ISHIDA CO., LTD.
<b>Street Address:</b>	44, Shogoinnannocho, Sakyo-ku
<b>City:</b>	Kyoto-shi, Kyoto
<b>State/Country:</b>	JAPAN
<b>Postal Code:</b>	606-8392
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12918049
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	89397.0005
<b>NAME OF SUBMITTER:</b>	Lawrence J. McClure

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Total Attachments: 3  
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**PATENT**  
**REEL: 024848 FRAME: 0919**



# RECORDATION FORM COVER LETTER PATENTS ONLY

Attorney Docket No.: 89397.0005

To the Assistant Commissioner for Patents: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Yoshio IWASAKI      executed 07/26/2010  
Masako MIZUMOTO    executed 07/29/2010

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies):

ISHIDA CO., LTD.  
44, Shogoinnannocho, Sakyo-ku  
Kyoto-shi, Kyoto 606-8392 Japan

Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

- Assignment                       Merger
- Security Agreement             Change of Name
- Other \_\_\_\_\_

Execution Date: July 26 and 29, 2010

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:      July 29, 2010

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Lawrence J. McClure, Esq.  
HOGAN LOVELLS US L.L.P.  
1999 Avenue of the Stars, Suite 1400  
Los Angeles, CA 90067

6. Total number of applications and patents involved: [ 1 ]

7. Total fee (37 CFR 3.41) \$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:


50-1314

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

*To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true copy of the original document.*

  
\_\_\_\_\_  
Lawrence J. McClure

Date: August 17, 2010

OMB No. 0651-0011 (exp. 4/94)

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**Alexandria, VA 22313-1450**

**ASSIGNMENT**  
譲渡証書

<p>(1-8) 発明者名</p> <p>(1) 岩崎 佳生 (5) (2) 水元 雅子 (6) (3) (7) (4) (8)</p> <p>以下の署名者各々に対して支払われる価値ある対価に基づき、下記署名者は被譲渡人、</p>	<p>(1-8) <i>Name(s) of Inventor(s)</i></p> <p>(1)Yoshio IWASAKI (5) (2)Masako MIZUMOTO (6) (3) (7) (4) (8)</p>	<p>In consideration of the good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby does assign, transfer and set over to</p>
<p>(9) 被譲渡人氏名 (10) 被譲渡人の会社設立の州名 (11) 被譲渡人の住所</p> <p>(9) 株式会社イシダ (10) 日本 (11) 〒606-8392 日本国京都府京都市左京区聖護院山王町4 4 番地 (上記を、以下被譲渡人)へ、下記署名者が米国に於いて特許出願した</p>	<p>(9) <i>Name of Assignee</i> (10) <i>State of Incorporation of Assignee</i> (11) <i>Address of Assignee</i></p> <p>(9) ISHIDA CO., LTD. (10) JAPAN (11) of 44, Shogoinnannocho, Sakyo-ku, Kyoto-shi, Kyoto, 606-8392, Japan</p>	<p>(9) ISHIDA CO., LTD. (10) JAPAN (11) of 44, Shogoinnannocho, Sakyo-ku, Kyoto-shi, Kyoto, 606-8392, Japan (hereinafter designated as the Assignee) the entire worldwide right, title and interest in the invention known as (12) DISPLAY STRIP AND PRODUCT ASSEMBLY for which the undersigned has (have) executed an application for patent in the United States of America and all patent applications in foreign countries corresponding thereto or based thereon.</p>
<p>(12) 発明の名称、件名番号、又は外国に於ける特許出願番号等の発明を識別するもの</p> <p>(12) デイスプレーストリップおよび商品展示体 で識別される特許出願として公知の発明、及びそれに対応する若しくはそれに基づいた外国での全ての特許出願として公知の発明の世界各国に互っての権利、所有権及び利益を譲渡することに同意し、ここに譲渡する。</p>	<p>(12) <i>Identification of Invention, such as Title, Case Number or Foreign Application Number</i></p> <p>(12) DISPLAY STRIP AND PRODUCT ASSEMBLY</p>	<p>(12) DISPLAY STRIP AND PRODUCT ASSEMBLY for which the undersigned has (have) executed an application for patent in the United States of America and all patent applications in foreign countries corresponding thereto or based thereon.</p>
<p>(13) 署名日宣言</p> <p>(13) 日付</p> <p>1) 下記署名者は、上記の発明に関し米国及び外国に於ける原出願、再発行、分割出願及び継続出願に必要な全ての書類手続きを遂行することに同意する。さらに下記署名者は、被譲渡人が必要もしくは便宜と看做した際には、かかる出願に関し別個の譲渡手続きを行うことに同意する。</p> <p>2) 下記署名者は、当該出願又はその継続出願又は分割出願に関し提起され得る抵触審査に関連して必要な全ての書類手続きを遂行することに同意する。さらにかかる抵触審査が発生した際には、証拠の収集等事態の進展に関し被譲渡人に対しあらゆる協力をすることに同意する。</p> <p>3) 下記署名者は、パリ条約条項又は類似の合意の要求又は規定に関し必要な全ての書類手続き、及び必要と看做される行為全てを遂行することに同意する</p> <p>4) 下記署名者は、被譲渡人が有効な米国特許の付与の獲得にあたり必要と看做されるあらゆる積極的行動をとることに同意する。</p>	<p>(13) <i>Date(s) of Signing of Declaration</i></p> <p>(13) on</p> <p>1) The undersigned agree(s) to execute all papers necessary in connection with any original, reissue, divisional and continuing United States and foreign applications for the above identified invention and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.</p> <p>2) The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation or division thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.</p> <p>3) The undersigned agree(s) to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.</p> <p>4) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.</p>	<p>(13) on</p>

5) 下記署名者は、ここに、特許庁長官に対し、被譲渡人を全利益の被譲渡人と看做し、当該出願又はその分割及び継続出願の米国特許証を被譲渡人に発行する権限を与え、かかる発行を要請する。下記署名者はさらに、被譲渡人はここに譲渡される全利益の譲渡を受ける権利を有すること、及び当該内容に違反する内容の契約は締結していないことを誓約する。

6) 下記署名者は、ここに、顧客番号

000026021

で表される者に、この書類の登録に関して米国特許商標庁の規則の順守にあたり必要もしくは望ましい識別番号等をこの譲渡証書に追加する権限を与える。

日付 2010.7.26. 第一署名者 若崎佳生

日付 2010.7.29 第二署名者 水元 雅子

日付 \_\_\_\_\_ 第三署名者 \_\_\_\_\_

日付 \_\_\_\_\_ 第四署名者 \_\_\_\_\_

日付 \_\_\_\_\_ 第五署名者 \_\_\_\_\_

日付 \_\_\_\_\_ 第六署名者 \_\_\_\_\_

5) The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application or any division or divisions or continuing applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest here in assigned and that he has (they have) not executed any agreement in conflict herewith.

6) The undersigned hereby appoints the persons associated with Customer Number:

000026021

the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Date: July 26, 2010 Signature of Inventor 1 Yoshio Inasaki

Date: July 29, 2010 Signature of Inventor 2 Masako Mizumoto

Date: \_\_\_\_\_ Signature of Inventor 3 \_\_\_\_\_

Date: \_\_\_\_\_ Signature of Inventor 4 \_\_\_\_\_

Date: \_\_\_\_\_ Signature of Inventor 5 \_\_\_\_\_

Date: \_\_\_\_\_ Signature of Inventor 6 \_\_\_\_\_