

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Takeo HAMADA	08/22/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	TOYOTA JIDOSHA KABUSHIKI KAISHA
<b>Street Address:</b>	1, Toyota-cho
<b>City:</b>	Toyota-shi, Aichi
<b>State/Country:</b>	JAPAN
<b>Postal Code:</b>	471-8571
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	13255428
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	Q126359
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<b>Total Attachments: 1</b> source=Assignment_Executed#page1.tif	

OP \$40.00 13255428

## Assignment

Whereas, I/We,

(1) Takeo HAMADA

of

c/o TOYOTA JIDOSHA KABUSHIKI KAISHA, 1, Toyota-cho,  
Toyota-shi, Aichi-ken, 471-8571 Japan

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

INFORMATION PROVIDING METHOD, INFORMATION PROVIDING SYSTEM, AND  
INFORMATION PROVIDING CENTER AND ON-VEHICLE DEVICE CONSTITUTING  
THE INFORMATION PROVIDING SYSTEM

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

Whereas,

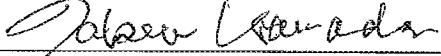
(1) TOYOTA JIDOSHA KABUSHIKI KAISHA  
1, Toyota-cho, Toyota-shi, Aichi 471-8571 Japan

(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 of the 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 our attorneys SUGHRUE MION, PLLC of 2100  
Pennsylvania Avenue, NW, Washington, DC 20037-3213 to insert here in parentheses  
(Application number 13/255,428 and Confirmation number  
6842, filed 13/255,428) the application  
number and filing date of said application when known.

Date: August 22, 2011   
Takeo HAMADA

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

(Legalization not required for recording but is prima facie evidence of execution under 35 U.S.C. §261)