

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>John Steven Attinello</td><td>11/25/2008</td></tr><tr><td>Samuel Patrick Landers</td><td>11/25/2008</td></tr></tbody></table>	Name	Execution Date	John Steven Attinello	11/25/2008	Samuel Patrick Landers	11/25/2008							
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RECEIVING PARTY DATA													
<table border="1"><tr><td>Name:</td><td>The Goodyear Tire & Rubber Company</td></tr><tr><td>Street Address:</td><td>1144 E. Market St.</td></tr><tr><td>Internal Address:</td><td>Dept. 823</td></tr><tr><td>City:</td><td>Akron</td></tr><tr><td>State/Country:</td><td>OHIO</td></tr><tr><td>Postal Code:</td><td>44316</td></tr></table>	Name:	The Goodyear Tire & Rubber Company	Street Address:	1144 E. Market St.	Internal Address:	Dept. 823	City:	Akron	State/Country:	OHIO	Postal Code:	44316	
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PROPERTY NUMBERS Total: 1													
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12348340</td></tr></tbody></table>	Property Type	Number	Application Number:	12348340									
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Application Number:	12348340												
CORRESPONDENCE DATA													
Fax Number: (330)796-9018													
Phone: 330-796-4787													
Email: kathleen.swisher@goodyear.com													
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>													
Correspondent Name: The Goodyear Tire & Rubber Company													
Address Line 1: 1144 E. Market St.													
Address Line 2: Dept. 823													
Address Line 4: Akron, OHIO 44316													
ATTORNEY DOCKET NUMBER:	DN2009029												
NAME OF SUBMITTER:	Robert N. Lipcsik												
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif													

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PATENT
REEL: 027037 FRAME: 0439

Docket No.: DN2009029

Serial No.: 12/348,340

Filed: January 5, 2009

ASSIGNMENT

WHEREAS, we, John Steven Attinello, of 4882 Plantation Drive, Battleboro, North Carolina 27809 USA; Samuel Patrick Landers, of 8691 Brodie Circle NW, North Canton, Ohio 44685 USA have invented certain improvements in MEDALLION ASSEMBLY SECURED TO A TIRE SIDEWALL, and described in a patent application executed the 25th day of November, 2008, by the undersigned for filing in The United States of America, being owners of all right, title and interest in and to said application and in and to any invention described therein and having full right to convey the entire interest both legal and equitable herein assigned; and

WHEREAS, THE GOODYEAR TIRE & RUBBER COMPANY, of Akron, Ohio 44316, a corporation of the State of Ohio (assignee) is desirous of acquiring the entire right, title and interest in and to said application and said invention described therein and any and all patents to be obtained therefor, all as hereinafter set forth:

NOW, THEREFORE, in consideration of good and valuable consideration received by the undersigned, the undersigned do hereby sell, assign, transfer and set over unto said assignee, its successors and assigns, the entire right, title and interest in and to said invention or inventions, as described in the aforesaid application, in any form or embodiment thereof, and in and to the aforesaid application; and in and to any application filed in any foreign country based thereon, including the right to file said foreign applications under the provisions of the International Convention; also the entire right, title and interest in and to any and all patents or reissues or extensions thereof to be obtained in this or any foreign country upon said invention or inventions and any divisional, continuation, continuation-in-part or substitute applications which may be filed upon said invention or inventions in this or any foreign country; and the undersigned hereby authorize and request the issuing authority to issue any and all patents on said application or applications to said assignee or its successors and assigns.

The undersigned further agree to execute all divisional, continuing, substitute, improvement, extension, reissue and other patent applications in this or any foreign country relating to said application or invention and to sign all other lawful papers and to perform all other lawful acts without further consideration, but without expense to myself (ourselves), which the assignee may deem necessary or desirable to make this Assignment fully effective including by way of example, but not of limitation, the following acts:

- (1) Prompt execution of all lawful oaths, affidavits and/or supplemental oaths required or deemed advisable by the assignee to further the prosecution of any application or applications for letters patent relating to the subject matter of this Assignment;
- (2) To cooperate to the best of our ability in the execution of all lawful documents, the production of evidence, and the giving of testimony in interference, opposition, nullification or infringement proceedings involving the said invention or improvement, applications or patents or any of them.

The undersigned hereby authorize said assignee to insert in this Assignment the serial number and filing date of the above-identified application when known.

IN WITNESS WHEREOF, the undersigned have hereunto set their hands and seals on the dates set after their signatures.

Mark W. Landers John Steven Attinello 11/1/08
WITNESS John Steven Attinello Date

WITNESS

Samuel Patrick Landers

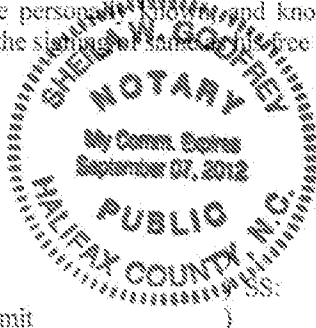
Date

State of North Carolina)

) SS:

County of Wake)

On this 11th day of November, 2008, before me personally appeared John Steven Attinello to me personally known, and known to me to be the person who signed the foregoing assignment, and acknowledged the signing of same as his free act and deed.



Shelby W. Godfrey
Notary Public

State of Ohio)

) SS:

County of Summit)

On this 25th day of November, 2008, before me personally appeared Samuel Patrick Landers to me personally known, and known to me to be the person who signed the foregoing assignment, and acknowledged the signing of same as his free act and deed.

Calista Woodring
Notary Public



CALISTA WOODRING
Notary Public, State of Ohio
My Commission Expires 01-19-10