

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jeffrey E. Pierfelice	06/26/2012
RECEIVING PARTY DATA	
Name:	Toyota Motor Engineering & Manufacturing North America, Inc.
Street Address:	25 Atlantic Avenue
City:	Erlanger
State/Country:	KENTUCKY
Postal Code:	41018
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13536178
CORRESPONDENCE DATA	
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Correspondent Name:	Dinsmore & Shohl LLP
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Address Line 4:	Cincinnati, OHIO 45202
ATTORNEY DOCKET NUMBER:	22562-663
NAME OF SUBMITTER:	Craig E. Neiheisel
Total Attachments: 1 source=Signed_Assignment#page1.tif	

OP \$40.00 13536178

**ASSIGNMENT**

WHEREAS, I, **Jeffrey E. Pierfelice** of 43017 Lancelot Drive, Canton, MI 48188, invented certain new and useful **Navigation Systems and Vehicles For Providing Traffic Information Pertaining to Pre-Defined Locations of Interest**, for which I executed an application for a United States Patent and for which said application for United States Patent was filed on June 28, 2012, under

☒ Patent Application Serial No. 13/536,178

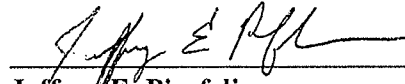
☒ Attorney Docket No. 2012-001 / 22562-663;

WHEREAS, I hereby authorize and request the attorney(s) and/or agent(s) empowered to act on **Toyota Motor Engineering & Manufacturing North America, Inc.'s** behalf in the aforementioned application, to insert above the filing date and application number of said application, when known;

AND WHEREAS, **Toyota Motor Engineering & Manufacturing North America, Inc.**, a corporation of the State of Kentucky, with a place of business at 25 Atlantic Avenue, Erlanger, KY 41018, hereinafter called the Assignee, is desirous of acquiring the entire right, title and interest in and to said application and the inventions therein disclosed and any letters patent that may issue thereon;

NOW, THEREFORE, for good and valuable consideration, receipt whereof is hereby acknowledged, I hereby sell, assign and transfer unto said Assignee, its successors and assigns, the entire right, title and interest in and to said application and any divisions or continuations thereof, and the inventions therein disclosed, and any improvements thereon, and any patent or patents that may be issued or reissued thereon, and I hereby authorize and request the Commissioner of Patents and Trademarks to issue any letters patent thereon, and reissues thereof, to said Assignee, its successors and assigns; and I hereby authorize said Assignee, its successors and assigns, to file in its own name applications for patent in foreign countries in connection with the inventions hereby transferred, under the International Convention claiming the priority of said United States application or otherwise, and to secure in its own name the patent or patents issued thereon; and I hereby agree that, upon request, I will sign all papers, and make all rightful oaths, and do all acts which said Assignee, its successors or assigns, may consider necessary in connection with said United States application, and in connection with any other United States or foreign applications that may be filed in connection with said inventions, and with any improvements thereon, and in connection with any patents issued or reissued thereon.

Date: 6-26-12

  
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**Jeffrey E. Pierfelice**

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