

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Rahul Ravi Parundekar	03/29/2012
Kentaro Oguchi	03/29/2012
Shojiro Takeuchi	03/30/2012

RECEIVING PARTY DATA

Name:	Toyota Jidosha Kabushiki Kaisha
Street Address:	1, Toyota-cho
Internal Address:	Toyota-shi
City:	Aichi-ken
State/Country:	JAPAN
Postal Code:	471-8571

Name:	Toyota InfoTechnology Center Co., Ltd.
Street Address:	6-6-20 Akasaka
Internal Address:	Minato-ku
City:	Tokyo
State/Country:	JAPAN
Postal Code:	107-0052

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13436570

CORRESPONDENCE DATA

Fax Number: 8013550160
 Phone: 8012589835
 Email: patents@patentlawworks.net
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

OP \$40.00 13436570

Correspondent Name:	Kanda V. Ishihara
Address Line 1:	165 South Main Street, Second Floor
Address Line 4:	Salt Lake City, UTAH 84111

ATTORNEY DOCKET NUMBER:	10003-03350 US
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NAME OF SUBMITTER:	Kanda V. Ishihara
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Total Attachments: 2 source=03350 US 2012-07-23 - Annotated Assignment2#page1.tif source=03350 US 2012-07-23 - Annotated Assignment2#page2.tif

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Toyota Jidosh Kaibushi Kaisha and Toyota InfoTechnology Center Co., Ltd.** (referred to collectively as "ASSIGNEES"), corporations of Japan, having places of business at **1, Toyota-cho, Toyota-shi, Aichi-ken, 471-8571, Japan** and **6-6-20 Akasaka, Minato-ku, Tokyo, 107-0052, Japan** for itself and its successors, transferees, and assignees, the following:

1. An undivided 50% interest to each of ASSIGNEES in the worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **PLACE AFFINITY ESTIMATION** ("APPLICATION"), which:

☒ having a filing date of March 30, 2012, and bearing U.S. application serial number 13/436,570.

☒ The APPLICATION claims the benefit of a provisional application, filed on December 12, 2011, now bearing U.S. application serial number 61/569,460.

2. An undivided 50% interest to each of ASSIGNEES in the worldwide right, title and interest in and to: (a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that each of ASSIGNEES may apply for and receive patents for SUBJECT MATTER in FIRST ASSIGNEE's and the SECOND ASSIGNEE's own names.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEES the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEES all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEES shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEES the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEES with the benefits and assistance provided to ASSIGNEES hereunder.

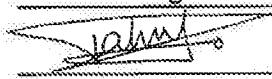
Title: Place Affinity Estimation
Filed: March 30, 2012
Application No.: 13/436,570

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEES that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that 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.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature



Rahul Ravi Parundekar

Date of Signature

3/29/2012

Name and Signature



Kentaro Oguchi

Date of Signature

3/29/12

Name and Signature



Shojiro Takeuchi

Date of Signature

3/30/2012