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Attorney Docket No. **154545**

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1. A. Name of conveying parties:
 [1] Hideo YAMADA
 [2] Ryuya MURAMATSU

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

2. A. Name and address of receiving party:
 AISIN AW CO., LTD.
 10, TAKANE, FUJII-CHO,
 ANJO-SHI, AICHI-KEN,
 444-1192 JAPAN

3. A. Nature of conveyance:
 Assignment Merger
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B. Execution Date: ALL - 09/25/2012

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 Yes No

4. A. Patent Application No. 13/644,785 B. Patent No.(s)

Additional numbers attached? Yes No

C. Title of Application: POSTED MESSAGE PROVIDING SYSTEM, POSTED MESSAGE PROVIDING APPARATUS, POSTED MESSAGE PROVIDING METHOD, AND COMPUTER PROGRAM

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

Name: James A. Oliff

Address: **OLIFF & BERRIDGE, PLC**
P.O. Box 320850
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Phone Number: 703-836-6400
Fax Number: 703-836-2787

6. Total number of applications and patents involved: 1

7. Please charge Deposit Account No. 15-0461 the total fee (37 CFR 3.41) in the amount of \$40.00.

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Date: October 4, 2012

James A. Oliff, Registration No. 27,075
 Jesse O. Collier, Registration No. 53,839

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ASSIGNMENT

(1-8) Insert Name(s) of Inventor(s)

(1) Hideo YAMADA (2) Ryuya MURAMATSU
 (3) _____ (4) _____
 (5) _____ (6) _____
 (7) _____ (8) _____

In consideration of the sum of one dollar (\$1.00) and other good and valuable consideration paid to each of the undersigned, the receipt and sufficiency of which are hereby acknowledged, each undersigned agrees to assign, and hereby does assign, transfer and set over to

(9) Insert Name of Assignee (9) ASIN AW CO., LTD.
 (10) Insert Address of Assignee (10) 10, Takane, Fujii-cho, Anjo-shi Aichi-ken, 444-1192, Japan

(hereinafter designated as the Assignee) and Assignee's heirs, successors, assigns and legal representatives, the entire right, title and interest for the United States of America as defined in 35 U.S.C. §100, in the invention, and in all applications for patent including any and all provisional, non-provisional, divisional, continuation, international, confirmation, substitute and reissue application(s), and all Letters Patent, extensions, reissues and reexamination certificates that may be granted on the invention known as

(11) Insert Identification such as Title, Case Number, or Foreign Application Number (11) POSTED MESSAGE PROVIDING SYSTEM, POSTED MESSAGE PROVIDING APPARATUS, POSTED MESSAGE PROVIDING METHOD, AND COMPUTER PROGRAM
 (Attorney Docket No. 154545)

for which the undersigned has (have) executed an application for patent in the United States of America on even date herewith or

(12) Insert Date of Signing of Application (12) on September 25, 2012

(13) Alternative Identification for filed applications (13) U.S. Application Number 13/644,785
 filed October 3, 2012

- 1) Each undersigned agrees to execute all papers necessary in connection with any application and/or patent for the invention and also to execute separate assignments in connection with such applications and patents as the Assignee may deem necessary.
- 2) Each undersigned agrees to execute all papers necessary in connection with any interference which may be declared concerning any application or patents for the invention and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.
- 3) Each undersigned agrees 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.
- 4) Each undersigned agrees to perform all affirmative acts which may be necessary to obtain, maintain or confirm by reissue or reexamination a grant of a valid United States patent to the Assignee.
- 5) Each undersigned authorizes and requests the Commissioner of the U.S. Patent and Trademark Office and other issuing authorities to issue any and all patents resulting from said application(s) to the said Assignee, as Assignee of the entire interest, and covenants that he has full right to convey the entire interest herein assigned, and that he has not executed, and will not execute, any agreement(s) in conflict herewith, and agrees that this assignment is binding on Assignor and Assignor's heirs, successors, assigns and legal representatives.
- 6) Each undersigned hereby grants the firm of OLIFF & BERRIDGE, PLC 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.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

Date September 25, 2012 Inventor Signature Hideo Yamada (SEAL)
 Date September 25, 2012 Inventor Signature Ryuya Muramatsu (SEAL)
 Date _____ Inventor Signature _____ (SEAL)
 Date _____ Inventor Signature _____ (SEAL)
 Date _____ Inventor Signature _____ (SEAL)
 Date _____ Inventor Signature _____ (SEAL)
 Date _____ Inventor Signature _____ (SEAL)
 Date _____ Inventor Signature _____ (SEAL)

This assignment should preferably be signed before: (a) a Notary Public if within the U.S.A. (b) a U.S. Consul if outside the U.S.A. If neither, then it should be signed before at least two witnesses who also sign here:

Date _____ Witness _____
 Date _____ Witness _____