

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
R/GA Media Group, Inc.	09/24/2012
RECEIVING PARTY DATA	
Name:	NIKE, Inc.
Street Address:	One Bowerman Drive
City:	Beaverton
State/Country:	OREGON
Postal Code:	97005-6453
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29427391
CORRESPONDENCE DATA	
Fax Number:	3124635001
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	312-463-5000
Email:	BWPTOPAT@bannerwitcoff.com, designteamchicago@bannerwitcoff.com, designteam@bannerwitcoff.com
Correspondent Name:	Banner & Witcoff, Ltd.
Address Line 1:	Ten South Wacker Drive
Address Line 2:	Suite 3000
Address Line 4:	Chicago, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	015127.01788
NAME OF SUBMITTER:	Tara Goodarzi
Total Attachments: 3 source=1788_RGAtoNIKE#page1.tif source=1788_RGAtoNIKE#page2.tif source=1788_RGAtoNIKE#page3.tif	

CH \$40.00 29427391

Confirmation/Assignment 2:

WHEREAS, R/GA Media Group, Inc., having a place of business at 348 6<sup>th</sup> Street, San Francisco, California 94103, owns the rights to an invention of a DISPLAY SCREEN WITH ANIMATED USER INTERFACE from inventors Melissa Pacatang Frost, Wing Luo, Cesar Marchetti, Can Lebip Misirlioglu, Christopher Raleigh, Alfred Rainier Sison and Kirill Yeretsky for which a design patent application for a Patent of the United States was filed on 7/17/2012 and was assigned U.S. Patent Application Serial No. 29/427,391; and

WHEREAS, NIKE, Inc., a corporation of the state of Oregon, with a principal place of business at One Bowerman Drive, Beaverton, Oregon 97005-6453, hereinafter NIKE, Inc., is desirous of acquiring in any and all countries throughout the world other than the United States the entire legal and beneficial right, title and interest in and to the aforesaid invention and in and to any Patents, Design Registrations, Industrial Models, Industrial Designs, Petty Patents, Utility Models, Copyrights, Unregistered Design Rights, and legal equivalents thereof of any of said countries other than the United States and in and to any and all divisions, reissues, continuations, extensions and renewals thereof including the right to claim priority of the respective United States Patent application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, R/GA Media Group, Inc. by these presents does sell, assign and transfer unto NIKE, Inc., its successors, legal representatives and assigns, the full and exclusive right in and to said invention as assigned to it by Melissa Pacatang Frost, Wing Luo, Cesar Marchetti, Can Lebip Misirlioglu, Christopher Raleigh, Alfred Rainier Sison and Kirill Yeretsky as described in said application, in any and all countries throughout the world other than the United States, and in and to any Patents, Design Registrations, Industrial Models, Industrial Designs, Petty Patents, Utility Models, Copyrights, Unregistered Design Rights, and legal equivalents thereof which may be granted therefore in any and all countries throughout the world other than the United States and in and to any and all divisions, reissues, continuations, extensions and renewals thereof including the right to claim priority of the respective United States Patent application;

AND R/GA Media Group, Inc. HEREBY agrees that NIKE, Inc. may apply for and receive Patents, Design Registrations, Industrial Models, Industrial Designs, Petty Patents, Utility Models, Copyrights, Unregistered Design Rights, and legal equivalents thereof anywhere in the world other than the United States for said invention in its own name, R/GA Media Group, Inc. further authorizes and requests the Commissioner of Patents and Trademarks or any other proper officer or agency of any country other than the United States to record this assignment and issue all said Patents, Design Registrations, Industrial Models, Industrial Designs, Petty Patents, Utility Models, Copyrights, Unregistered Design Rights, and legal equivalents thereof to NIKE, Inc.;

AND R/GA Media Group, Inc. HEREBY warrants and covenants that it has the full right to convey the entire interest herein assigned at the time of the sale, assignment and transfer;

AND R/GA Media Group, Inc. HEREBY warrants and covenants that it has not executed and will not execute any instrument or assignment in conflict herewith;

AND R/GA Media Group, Inc. HEREBY agrees to communicate to NIKE, Inc. or its representatives any facts known to R/GA Media Group, Inc. respecting said invention, to execute all divisional, continuation, renewal, reissue and foreign applications, sign all lawful documents and make all rightful oaths and declarations relating to said invention, sign all lawful documents which NIKE, Inc. shall consider desirable for aiding in securing and maintaining proper protection for said invention and for vesting title to said invention and to testify in any judicial or administrative proceeding and generally do everything possible to aid NIKE, Inc. to obtain and enforce said Patents, Design Registrations, Industrial Models, Industrial Designs, Petty Patents, Utility Models, Copyrights, Unregistered Design Rights, and legal equivalents thereof in any country other than the United States when requested so to do by NIKE, Inc..

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 24 day of SEPTEMBER, 2012.

R/GA Media Group, Inc.

By: [Signature]  
Name: STEPHEN PLUMLEE  
Title: CHIEF OPERATING OFFICER

This assignment should be signed in the presence of at least two witnesses who attest to this signature by signing below:

9/24/12  
Date

[Signature]  
Name of Witness

9/24/12  
Date

[Signature]  
Name of Witness

The terms and conditions of this Assignment are accepted by NIKE, Inc.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 9 day of October, 2012.

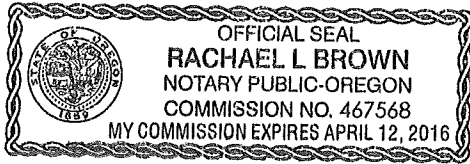
NIKE, Inc.

By: James A. Niegowski  
James A. Niegowski  
Assistant Secretary

STATE OF OREGON )  
  ) ss:  
County of Washington )

On this 9 day of October, 2012 before me a Notary Public in and for the county and state aforesaid, personally appeared James A. Niegowski to me known and known to me to be the person of that name who signed and sealed the foregoing instrument, and acknowledged the same to be his free act and deed.

ROL  
Notary Public for Oregon  
My Commission Expires: 4.12.16



SEAL