PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Saulo Rodrigues	01/07/2013

RECEIVING PARTY DATA

Name:	R/GA Media Group, Inc.
Street Address:	350 West 39th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10018

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29430225

CORRESPONDENCE DATA

Fax Number: 2028243001

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (202) 824-3000

Email: sstrickland@bannerwitcoff.com, BWPTOPAT@bannerwitcoff.com

Correspondent Name: Robert S. Katz c/o Banner & Witcoff, Ltd Address Line 1: 1100 13th Street N.W., Suite 1200

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005-4051

015127.01949

NAME OF SUBMITTER: Robert S. Katz

Total Attachments: 3

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ATTORNEY DOCKET NUMBER:

PATENT REEL: 029754 FRAME: 0053 40.00 2943022

AGREEMENTS

Confirmation/Assignment 1:

	odrigues ("ASSIGNOR"), nave invented subj		
disclosed and/or cl	laimed in a design patent application entitle	d "DISPLAY SCREE	:N WITH
GRAPHICAL USE	RINTERFACE" ("APPLICATION"), which:		
	will be filed without this executed PATENT hereby authorizes, and requests, ASSIGN		
		• .	
	Banner & Witcoff, LTD., 1100 13th Street		•
	20005-4051, who are associated with cust	omer number 22907	, to insert
	here in parenthesis (U.S. Serial No	, filed) this
	APPLICATION's U.S. Serial Number and t	filing date, when know	wn;
\boxtimes	was filed on 8/22/2012 and was given U.S	. Serial No. <u>29/430,2</u>	<u>.25;</u>
	is filed concurrently herewith;		

WHEREAS, R/GA Media Group, Inc., having a place of business at 350 West 39th Street, New York, New York 10018, hereinafter the Assignee, is desirous of confirming that it has already been assigned, or, if not already assigned, is desirous of acquiring the entire worldwide legal and beneficial right, title and interest in and to the aforesaid invention, in and to the aforesaid application and in and to any Patents, Design Registrations, Industrial Models, Industrial Designs, Petty Patents, Utility Models, Copyrights, Unregistered Design Rights, and legal equivalents thereof anywhere in the world which may be granted for said invention, including the right to claim priority of the respective United States Patent application, so they may be properly assigned to NIKE, Inc.;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we/l, by these presents do confirm that we/l did sell, assign and transfer or, if not already done so, do sell, assign and transfer unto the Assignee, its successors, legal representatives and assigns, all of our rights, including any full, exclusive and worldwide rights in and to said invention as described in said application, in and to the aforesaid application and in and to any Patents, Design Registrations, Industrial Models, Industrial Designs, Petty Patents, Utility Models, Copyrights, Unregistered Design Rights, and legal equivalents thereof anywhere in the world which may be granted for said invention 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 I HEREBY agree that the said Assignee 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 for said invention in its own name, I further authorize and request the Commissioner of Patents and Trademarks or any other proper officer or agency of any country 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 said Assignee;

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PATENT REEL: 029754 FRAME: 0054

B&W DOCKET NO. 015127.01949

AND I HEREBY warrant and covenant that I either had or do have the full right to convey the entire interest herein assigned at the time of the sale, assignment and transfer;

AND I HEREBY warrant and covenant that I have not executed and will not execute any instrument or assignment in conflict herewith;

AND I HEREBY agree to communicate to said assignee or its representatives any facts known to us 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 the Assignee shall consider desirable for aiding in securing and maintaining proper protection for said invention and to testify in any judicial or administrative proceeding and generally do everything possible to aid said Assignee or any assignee of said Assignee to obtain and enforce said Patents, Design Registrations, Industrial Models, Industrial Designs, Petty Patents, Utility Models, Copyrights, Unregistered Design Rights, and legal equivalents thereof worldwide when requested so to do by said Assignee or any assignee of said Assignee.

I hereunto set my hand this <u>O</u> day of _	DAMARY	, 2013.	
		An f.	Saulo Rodrigue
		(*	Saulo Rodiligue
The terms and conditions of this Assign Group, Inc.	ment are accept	ed by the Assig	nee, R/GA Media
I hereunto set my hand this	day of	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	, 2013.
	R/GA Me	dia Group, Inc.	
	Signature:		
	Name:		
	Title:	-	

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AND I HEREBY agree to communicate to said assignee or its representatives any facts known to us 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 the Assignee shall consider desirable for aiding in securing and maintaining proper protection for said invention and to testify in any judicial or administrative proceeding and generally do everything possible to aid said Assignee or any assignee of said Assignee to obtain and enforce said Patents, Design Registrations, Industrial Models, Industrial Designs, Petty Patents, Utility Models, Copyrights, Unregistered Design Rights, and legal equivalents thereof worldwide when requested so to do by said Assignee or any assignee of said Assignee.

I hereunto set my hand this day of	, 2013.
	Saulo Rodrigues
The terms and conditions of this Assignm Group, Inc.	ent are accepted by the Assignee, R/GA Media
l hereunto set my hand this <u>પેમ્</u> ર્	_ day of
	R/GA Media Group, Inc.
	Signature: And Pol
	Name: Stephen Aumle
	Title: Child Operating Officer

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