

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
R/GA Media Group, Inc.	01/07/2013
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	NIKE, Inc.
<b>Street Address:</b>	One Bowerman Drive
<b>City:</b>	Beaverton
<b>State/Country:</b>	OREGON
<b>Postal Code:</b>	97005-6453
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29430226
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	2028243001
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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<b>Correspondent Name:</b>	Robert S. Katz c/o Banner & Witcoff, Ltd
<b>Address Line 1:</b>	1100 13th Street N.W., Suite 1200
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20005-4051
<b>ATTORNEY DOCKET NUMBER:</b>	015127.01950 (#2)
<b>NAME OF SUBMITTER:</b>	Robert S. Katz
<b>Total Attachments: 2</b> source=01950Assignment2#page1.tif source=01950Assignment2#page2.tif	

CH \$40.00 29430226

Confirmation/Assignment 2:

WHEREAS, R/GA Media Group, Inc., having a place of business at 350 West 39<sup>th</sup> Street, New York, New York 10018, owns the rights to an invention of a DISPLAY SCREEN WITH GRAPHICAL USER INTERFACE from inventor Wade Conway, Erik Finsrud, Saulo Rodrigues and Ty Saunders for which a design patent application for a Patent of the United States was filed on 8/22/2012 and was assigned U.S. Patent Application Serial No. 29/430,226; 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, Priority Designs 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 Wade Conway, Erik Finsrud, Saulo Rodrigues and Ty Saunders 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..

I hereunto set my hand this 7th day of January, 2013.

R/GA Media Group, Inc.

Signature: [Handwritten Signature]

Name: Stephen Plumlee

Title: Chief Operating Officer

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

I hereunto set my hand this 14 day of January, 2013.

NIKE, Inc.

By: [Handwritten Signature]  
James A. Niegowski  
Attorney in Fact