

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Nathaniel C. Ellis	02/21/2013
RECEIVING PARTY DATA	
Name:	Honda Motor Co., Ltd.
Street Address:	No. 1-1, Minami-Aoyama 2 chome
City:	Minato-ku, Tokyo
State/Country:	JAPAN
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13775782
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	37735-5010
NAME OF SUBMITTER:	Seth A. Voit
Total Attachments: 2 source=5010_Assign_Signed#page1.tif source=5010_Assign_Signed#page2.tif	

OP \$40.00 13775782

ASSIGNMENT

WHEREAS, I, **Nathaniel C. Ellis**, a citizen of the United States, residing in Marysville, Ohio, (hereinafter referred to as "ASSIGNOR"), have invented, **SYSTEM AND METHOD FOR CALCULATION AND DISPLAY OF PERFORMANCE DRIVING INFORMATION**, for which I have executed an application for Letters Patent of the United States; and

WHEREAS, **Honda Motor Co., Ltd.**, whose post office address is No. 1-1, Minami-Aoyama 2 chome, Minato-ku, Tokyo, Japan, a corporation duly organized and existing under the laws of Japan (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the entire interest therein.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, said ASSIGNOR, hereby sell, assign, and transfer and set over, unto said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under said invention, and said United States application and all divisions, renewals, and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues, reexaminations and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals, reexaminations and reissues thereof.

ASSIGNOR HEREBY authorizes and requests the Director of the United States Patent and Trademark Office, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

ASSIGNOR HEREBY grants the firm of ULMER & BERNE LLP the power to insert in this Assignment any further identification or information which 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.

ASSIGNOR HEREBY covenants and agrees that he has full right to convey the entire interest herein assigned, and that he has not executed, and will not execute, any agreement in conflict herewith.

ASSIGNOR HEREBY further covenants and agrees that he will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to him respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional,

continuing, reissue, reexamination and foreign applications, make all rightful oaths, and generally do everything possible to aid said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

Dated: 02/21/2013

Nathaniel C. Ellis
Nathaniel C. Ellis

STATE OF OHIO)
COUNTY OF UNION) SS

Sworn to and subscribed before me this 21st day of February, 2013.



TEKLA N. MUNOBE
NOTARY PUBLIC
STATE OF OHIO
Comm. Expires
April 03, 2016
Recorded in
Franklin County

Tekla N. Munobe
Notary Public