

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Lee Beckwith	03/01/2013
Victor Ng-Thow-Hing	03/01/2013
RECEIVING PARTY DATA	
Name:	Honda Motor Co., Ltd.
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State/Country:	JAPAN
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13800822
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Signature:	/James J. Pingor/
Date:	05/31/2013
Total Attachments: 2	
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OP \$40.00 13800822

PATENT ASSIGNMENT

WE, Lee Beckwith and Victor Ng-Thow-Hing ("ASSIGNORS"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "AUGMENTED REALITY HEADS UP DISPLAY (HUD) FOR LEFT TURN SAFETY CUES" ("APPLICATION"), which:

☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNORS hereby authorize, and request, ASSIGNEE'S legal representatives, of Kegler, Brown, Hill & Ritter Co., L.P.A., 600 Superior Avenue East, Suite 2510, Cleveland, Ohio 44114, who are associated with customer number 26672, to insert here in parenthesis (U.S. Serial No. _____, filed _____) this APPLICATION'S U.S. Serial Number and filing date, when known;

☒ was filed on and was given U.S. Serial No.; March 13, 2013; 13/800,822

☐ is filed concurrently herewith;

Honda Motor Co., Ltd., ("Assignee"), having a place of business at No. 1-1, Minami-Aoyama 2-chome, Minato-ku, Tokyo, Japan, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, such as continuing applications, in and for the United States, its territories, and all foreign countries ("APPLICATION DERIVATIVES"));

For good and valuable consideration, the receipt of which is hereby acknowledged by the ASSIGNORS, the ASSIGNORS hereby sell, assign and transfer to the ASSIGNEE, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES);

ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of the APPLICATION (and APPLICATION DERIVATIVES), for litigation regarding letters patent derived therefrom, and for the purpose of protecting and perfecting title to the APPLICATION (and APPLICATION DERIVATIVES).

This Patent Assignment may be executed in counterparts, each of which when so executed and delivered shall be deemed an original, but such counterparts together shall constitute one and the same instrument.

Signed at the City of Mountain View State of California
on this 1 day of March, 2013.



Lee Beckwith


State of California)
)ss:
County of Santa Clara)

On this 1 day of March, 2013 before me personally came Lee Beckwith, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Notary Public

Seal

Signed at the City of Mountain View State of California
on this 1 day of March, 2013.


Victor Ng-Thow-Hing

State of California)
County of Santa Clara) ss:

On this _____ day of _____, 20____ before me personally came Victor Ng-Thow-Hing, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

Notary Public

Seal