PATENT ASSIGNMENT

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SUBMISSION TYPE:			NEW ASSIGNMENT	
NATURE OF CONVEYANCE:			ASSIGNMENT	
CONVEYING PARTY DATA				
Name Execution Date				
Kevin E. Scheifele				06/10/2013
RECEIVING PARTY DATA				
Name:	Bridgestone Americas Tire Operations, LLC			
Street Address:	535 Marriott Drive			
Internal Address:	9th Floor			
City:	Nashville			
State/Country:	TENNESSEE			
Postal Code:	37214			
PROPERTY NUMBERS Total: 1				
Property Type			Number	
Application Number: 29457		4575	525	
CORRESPONDENCE DATA				
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Phone: (330) 379-4529 Email: iplawpat@bfusa.com				
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ATTORNEY DOCKET NUMBER:			P13038US1A	
NAME OF SUBMITTER:			Michelle R. Davis	
Signature:			/Michelle R. Davis/	
Date:			06/17/2013	
Total Attachments: 1 source=P13038US1A_Assignment#page1.tif				

ASSIGNMENT

I, Kevin E. Scheifele, have made an invention which now is described and claimed in an application for patent entitled TIRE SIDEWALL, which application

is being executed and filed concurrently herewith.

was filed on , and now is designated as United States Patent Application Serial No.

NOW THEREFORE, pursuant to the obligations imposed by or arising under one or more of my employment agreement(s), advisor agreement(s), state or national statutes, common law, and administrative regulation, I hereby do make the following assignments -

To BRIDGESTONE AMERICAS TIRE OPERATIONS, LLC, a limited liability company created and duly organized under the laws of the state of Delaware and having a place of business at 535 Marriott Drive, Nashville, Tennessee 37214, and its successors and assigns, I hereby

assign, transfer, and set over the full and exclusive right to the above-described invention and to the above-described application for letters patent of the United States as well as any substitute, continuation, continuation-in-part, or divisional application filed thereon and to any letters patent of the United States that issues from such application(s) as well as any reissue application or request for reexamination filed on such letters patent;

> covenant and agree for myself and my legal representative(s) to

a) assist said assignce and/or its designce(s), to the extent requested, in the prosecution of said application for patent, in any interference declared on said application for patent or patent issuing therefrom, or in litigation which arises out of or is based on said application for patent or patent issuing therefrom, and

b) execute all papers related to said application for patent which said assignce or its designce(s) request to be signed, provided that expenses relating thereto shall be borne by said assignee; and

> authorize and request the Commissioner of Patents and Trademarks to issue any letters patent of the United States relating to the above-described invention in the name of said assignce.

To BRIDGESTONE AMERICAS TIRE OPERATIONS, LLC, a limited liability company created and duly organized under the laws of the state of Delaware and having a place of business at 535 Marriott Drive, Nashville, Tennessee 37214, and its successors and assigns, I hereby

> assign, transfer, and set over the full and exclusive right to any application for letters patent filed in any regional or national patent office other than the United States Patent and Trademark Office; > covenant and agree for myself and my legal representative(s) to

a) assist said assignee and/or its designee(s), to the extent requested, in the prosecution of any such applications for patent or in litigation which arises out of or is based on said application(s) for patent or patent(s) issuing therefrom, and

b) execute all papers related to said application(s) for patent which said assignee or its designee(s) request to be signed, provided that expenses relating thereto shall be borne by said assignee.

IN WITNESS WHEREOF, I have executed this document on the date next to my respective name.

Name: Kevin E. Scheifele Date

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PATENT REEL: 030621 FRAME: 0656

RECORDED: 06/17/2013