

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
AKQA, Inc.	07/19/2013
RECEIVING PARTY DATA	
Name:	NIKE, Inc.
Street Address:	One Bowerman Drive
City:	Beaverton
State/Country:	OREGON
Postal Code:	97005-6453
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29450165
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	015127.02097 (2)
NAME OF SUBMITTER:	Robert S. Katz
Signature:	/Robert S. Katz/
Date:	08/12/2013
Total Attachments: 2 source=02097Assignment2#page1.tif source=02097Assignment2#page2.tif	

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Confirmation/Assignment 2:

WHEREAS, AKQA, Inc., having a place of business at 118 King Street, 6<sup>th</sup> Floor, San Francisco, CA 94107, owns the rights to an invention of a DISPLAY SCREEN WITH ANIMATED GRAPHICAL USER INTERFACE from Inventors James Chorley, Ben Gonshaw, Xavier Jacob and Robert Thomsen for which a design patent application for a Patent of the United States was filed on 3/15/2013 and was assigned U.S. Patent Application Serial No. 29/450165; 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 James Chorley, Ben Gonshaw, Xavier Jacob and Robert Thomsen 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 AKQA, 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, AKQA, 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 AKQA, 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 AKQA, Inc. HEREBY warrants and covenants that it has not executed and will not execute any instrument or assignment in conflict herewith;

AND AKQA, Inc. HEREBY agrees to communicate to NIKE, Inc. or its representatives any facts known AKQA, 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 19<sup>th</sup> day of July, 2013.

AKQA, Inc.

Signature: Lester Feinko

Name: Lester Feinko

Title: CFO

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

I hereunto set my hand this 30 day of July, 2013.

NIKE, Inc.

By: James A. Niegowski

James A. Niegowski  
Attorney in Fact