

PATENT ASSIGNMENT COVER SHEET

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 Stylesheet Version v1.2

EPAS ID: PAT3105326

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JOSE PEDRO BERNARDO PAZ	09/23/2014
RECEIVING PARTY DATA	
Name:	AKQA LTD.
Street Address:	1 ST JOHN'S LANE
City:	LONDON
State/Country:	UNITED KINGDOM
Postal Code:	EC1M 4BL
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29501007
CORRESPONDENCE DATA	
Fax Number:	(503)778-2200
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	5037782100
Email:	patents@lanepowell.com
Correspondent Name:	JOHN R. DAWSON
Address Line 1:	601 SW SECOND AVE, SUITE 2100
Address Line 4:	PORTLAND, OREGON 97204
ATTORNEY DOCKET NUMBER:	017728.0231
NAME OF SUBMITTER:	JOHN R. DAWSON
SIGNATURE:	/John R. Dawson/
DATE SIGNED:	11/12/2014
Total Attachments: 2	
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CONFIRMATION/ASSIGNMENT

This agreement ("CONFIRMATION/ASSIGNMENT") is made and entered into by and between the following person(s), Jose Pedro Bernardo Paz (individually and/or collectively, "ASSIGNOR"), and AKQA Ltd., a U.K. corporation having a place of business at 1 St. John's Lane, London, EC1M 4BL, United Kingdom, ("ASSIGNEE").

ASSIGNOR owns an invention ("INVENTION") disclosed and/or claimed in a U.S. patent application titled "EMOTICON" ("APPLICATION"), which was filed on August 29, 2014 and was given U.S. Application No. 29/501,007.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR confirms that ASSIGNOR did (under the law of the jurisdiction(s) where the INVENTION was conceived, reduced to practice and/or made, under an agreement with ASSIGNEE) sell, assign and transfer, or else ASSIGNOR now does sell, assign and transfer to ASSIGNEE ENTITY, the full, exclusive and worldwide right: (a) in and to the INVENTION, (b) in and to the APPLICATION, its predecessor, continuing and counterpart applications everywhere in the world, and (c) in and to any Patents, Utility Models, Industrial Models, Petty Patents, Design Patents, Design Registrations, Industrial Designs, Unregistered Design Rights, Copyrights, and legal equivalents, reissues, extensions and renewals thereof everywhere in the world which may be granted for the INVENTION, including but not limited to the right to claim priority to and from any of the above, and the right to sue for past damages for any of the above ((a)-(c) collectively, "PROPERTIES").

ASSIGNOR agrees that ASSIGNEE ENTITY may apply for and/or receive PROPERTIES in its own name. ASSIGNOR authorizes and requests the U.S. Patent and Trademark Office and/or any other proper officer or agency of any jurisdiction to record the CONFIRMATION/ASSIGNMENT and issue PROPERTIES to ASSIGNEE ENTITY.

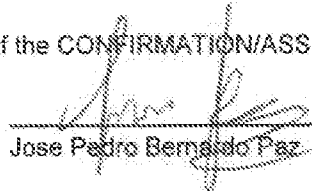
ASSIGNOR warrants and covenants that ASSIGNOR either had or does have the full right to convey the entire interest herein assigned at the time of the sale, assignment and/or transfer. ASSIGNOR warrants and covenants that ASSIGNOR has not executed and will not execute any conflicting sale, assignment and/or transfer.

ASSIGNOR agrees to communicate to ASSIGNEE ENTITY and its authorized legal representatives any facts known to ASSIGNOR respecting the INVENTION, to execute all divisional, continuation, renewal, reissue and foreign applications, sign all lawful documents and make all rightful oaths and declarations relating to the INVENTION, sign all lawful documents which ASSIGNEE ENTITY and its authorized legal representatives shall consider desirable for aiding in securing and maintaining proper protection for the INVENTION and to testify in any

judicial and/or administrative proceeding and generally do everything possible to aid ASSIGNEE ENTITY and its authorized legal representatives to obtain and enforce the PROPERTIES.

ASSIGNOR accepts the terms and conditions of the CONFIRMATION/ASSIGNMENT:

13.09.2014
Date



Jose Pedro Bernado Paz

ASSIGNEE accepts the terms and conditions of the CONFIRMATION/ASSIGNMENT:

13.09.2014
Date



Name: Philippe Bordet
Title: FD
AKQA Ltd.