

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3106275

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	AKQA INC.	09/29/2014
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	NIKE, INC.	
<b>Street Address:</b>	ONE BOWERMAN DRIVE	
<b>City:</b>	BEAVERTON	
<b>State/Country:</b>	OREGON	
<b>Postal Code:</b>	97005	
<b>PROPERTY NUMBERS Total: 1</b>		
	<b>Property Type</b>	<b>Number</b>
	Application Number:	29500952
<b>CORRESPONDENCE DATA</b>		
<b>Fax Number:</b>	(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>		
<b>Phone:</b>	5037782100	
<b>Email:</b>	patents@lanepowell.com	
<b>Correspondent Name:</b>	JOHN R. DAWSON	
<b>Address Line 1:</b>	601 SW SECOND AVE, SUITE 2100	
<b>Address Line 4:</b>	PORTLAND, OREGON 97204	
<b>ATTORNEY DOCKET NUMBER:</b>	017728.0278	
<b>NAME OF SUBMITTER:</b>	JOHN R. DAWSON	
<b>SIGNATURE:</b>	/John R. Dawson/	
<b>DATE SIGNED:</b>	11/13/2014	
<b>Total Attachments: 2</b>		
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### ASSIGNMENT

This agreement ("ASSIGNMENT") is made and entered into by and between AKQA Inc., a Delaware corporation having a place of business at 360 Third Street, San Francisco, California 94107 ("ASSIGNOR") and NIKE, Inc., a Delaware corporation having a place of business at One Bowerman Drive, Beaverton, Oregon USA 97005-6453 ("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. 29/500,952.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does sell, assign and transfer to ASSIGNEE, its successors and assigns, the full, exclusive right, everywhere in the world (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 to and from United States counterparts of any of the above, and the right to sue for past damages for any of the above everywhere in the world ((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 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.

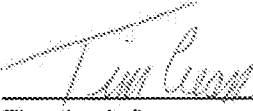
ASSIGNOR accepts the terms and conditions of the ASSIGNMENT:

29/9/2014  
Date

  
Name: Lester Feintuck  
Title: CEO  
AKQA Inc.

ASSIGNEE accepts the terms and conditions of the ASSIGNMENT:

10/21/14  
Date

  
Timothy J. Crean  
Attorney-in-Fact  
NIKE, Inc.