

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	01/01/2020		
CONVEYING PARTY DATA			
Name			Execution Date
DENTSU GROUP INC.			06/02/2020
RECEIVING PARTY DATA			
Name:	DENTSU INC.		
Street Address:	1-8-1, HIGASHI-SHIMBASHI, MINATO-KU		
City:	TOKYO		
State/Country:	JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number		
Application Number:	29658363		
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ATTORNEY DOCKET NUMBER:	B-9557DES 631557-6		
NAME OF SUBMITTER:	JOSEPH M. KOBZEFF		
SIGNATURE:	/Joseph M. Kobzeff/		
DATE SIGNED:	07/03/2020		
Total Attachments: 2			
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ASSIGNMENT

WHEREAS, **Dentsu Group Inc. of 1-8-1, Higashi-Shimbashi, Minato-ku, Tokyo Japan** ("Assignor"), is the owner of U.S. Design Patent Application No. **29/658,363** filed on issued on July 30, 2018, entitled "**CRADLE**".

WHEREAS, **DENTSU INC.**, a corporation organized and existing under the laws of **Japan** ("Assignee"), and having offices at **of 1-8-1, Higashi-Shimbashi, Minato-ku, Tokyo Japan** is desirous of acquiring the entire right, title and interest in and to the invention, the applications, and any and all Letters and Design Patents or similar foreign or domestic legal protection

☒ in the United States
☐ in all other countries or jurisdictions;

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged,

a) I agree to transfer, and
b) I do hereby transfer,

to Assignee, its successors and assigns, effective as of January 1, 2020 nunc pro tunc, my entire right, title and interest in the above named countries and jurisdictions in and to the following including the right to sue for past infringement: the invention, the above-identified applications, all applications from which any of the above-identified applications claim priority, corresponding U.S. and non-U.S. applications, any continuation, division, renewal, or substitute for the applications, all Letters Patent, any reissue, re-examination, or similar legal protection issuing related to the Letters Patent, and all rights and benefits under any applicable treaty or convention, and I/we authorize the Director of the United States Patent and Trademark Office or foreign equivalent to issue the Letters Patent or similar legal protection to the Assignee.

I represent the Assignor, and I authorize the U.S. Attorneys handling this matter in the U.S. and the Assignee, its successors and assigns, to insert in this instrument the filing date(s) and application numbers when ascertained. I further authorize the Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent or similar legal protection, in its own name if desired, in the above-named countries and jurisdictions and appoint Assignee the common representative in any above-identified international application and any international application for the invention.

I represent to the Assignee, its successors and assigns, that I shall not execute any writing or do any act whatsoever conflicting with this Assignment. I, my executors or administrators, will at any time upon request, without additional consideration, but at the expense of the Assignee, its successors and assigns, execute and deliver to Assignee or its legal representatives such additional writings and do such additional acts as the Assignee, its successors and assigns, may deem desirable to perfect its enjoyment of this grant, and render all assistance in making application for and obtaining, maintaining, and enforcing the Letters Patent or similar legal protection on the invention in any and all countries and jurisdictions, including without limitation providing testimony in any related interference, litigation or proceeding. To the extent that I, my executors or administrators are unable or unavailable to execute and deliver to Assignee or its legal representatives such additional writings and do such additional acts as Assignee, its successors and assigns may deem desirable to perfect its enjoyment of this grant, and render all assistance in making application for and obtaining, maintaining, and enforcing the Letters Patent or similar legal protection on the invention in any and all countries and jurisdictions, I, my executors or administrators hereby authorize Assignee, its successors and assigns to act on my behalf.

If any provision(s) of this Assignment are held unenforceable or in conflict with the law of any jurisdiction, the validity of the remaining provisions will not be affected by such holding and the part held unenforceable in or

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in conflict with the law of one jurisdiction will remain in effect for other jurisdictions until held unenforceable or in conflict with the law of these jurisdictions.

Dentsu Group Inc. (Assignor)

Date: June 2, 2020

T. Yamamoto
(signature)

Toshihiro YAMAMOTO, President & CEO
(name) (title)

DENTSU INC. (Assignee)

Date: June 2, 2020

H. Igashiki
(signature)

Hiroshi IGARASHI, President & CEO
(name) (title)