

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT6745380

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| SUBMISSION TYPE: | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | ASSIGNMENT | |
| CONVEYING PARTY DATA | | |
| | Name | Execution Date |
| | DENTSU GROUP INC. | 05/17/2021 |
| RECEIVING PARTY DATA | | |
| Name: | DENTSU INC. | |
| Street Address: | 1-8-1, HIGASHI-SHIMBASHI, MINATO-KU | |
| City: | TOYKO | |
| State/Country: | JAPAN | |
| Postal Code: | 105-7001 | |
| PROPERTY NUMBERS Total: 1 | | |
| | Property Type | Number |
| | Application Number: | 10558455 |
| CORRESPONDENCE DATA | | |
| Fax Number: | (617)345-1300 | |
| <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: | 6173451000 | |
| Email: | jbowen@nixonpeabody.com, bostonpatent@nixonpeabody.com | |
| Correspondent Name: | NIXON PEABODY LLP | |
| Address Line 1: | EXCHANGE PLACE, 53 STATE STREET | |
| Address Line 4: | BOSTON, MASSACHUSETTS 02109 | |
| ATTORNEY DOCKET NUMBER: | 201487-001170 | |
| NAME OF SUBMITTER: | DAVID S. RESNICK | |
| SIGNATURE: | /David S. Resnick/ | |
| DATE SIGNED: | 06/04/2021 | |
| Total Attachments: 2 | | |
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| source=Assignment-DENTSU-GROUP-INC-to-DENTSU-INC#page2.tif | | |

ASSIGNMENT

WHEREAS, WE, Assignee as ASSIGNOR, **DENTSU GROUP INC.** with its principal place of business at 1-8-1, Higashi-Shimbashi, Minato-ku, Tokyo 105-7050 Japan, desires to transfer the entire right, title and interest received in the following invention entitled **CONTACTPOINT NAVIGATION SYSTEMS AND RECORDING/TRANSMISSION MEDIA ON WHICH THE CONTACTPOINT MANAGEMENT METHOD IS RECORDED AND TRANSMITTED**, filed as U.S. Application No. 10/558,455 on April 17, 2006;

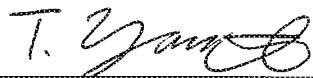
AND WHEREAS, **DENTSU INC.**, with its principal place of business at 1-8-1, Higashi-Shimbashi, Minato-ku, Tokyo 105-7001 Japan, desires to acquire the entire right, title and interest in and to the said improvements and the said Application:

NOW, THEREFORE, for good and valuable consideration, including salary or payment for the making of inventions, or employee benefits, the receipt of which is hereby acknowledged, WE, the said ASSIGNOR, do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said **DENTSU INC.**, its successors, legal representatives and assigns, the entire right, title and interest throughout the world in, to and under the said improvements, and the said application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue Patents on applications as aforesaid, to issue all Letters Patent for said improvements to the said **DENTSU INC.**, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we will communicate to the said **DENTSU INC.**, its successors, legal representatives and assigns, any facts known to us respecting said improvements and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said **DENTSU INC.**, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

The undersigned hereby grant(s) the law firm of Nixon Peabody LLP of 53 State Street, Boston, Massachusetts 02109, U.S.A. the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office for recordation of this document.

IN TESTIMONY WHEREOF, I, Toshihiro YAMAMOTO, individual authorized to sign on behalf of **DENTSU GROUP INC.** hereunto set my signature this 17th day of May, 2021.



Toshihiro YAMAMOTO, President & CEO