

05-04-2000

Docket No. 200-0270



101345682

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U.S. PTO
09/543629
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Name (line 1) White, Bruce James Execution Date 040400
Month Day Year

Name (line 2)

Second Party

Name (line 1) Choi, Michael Execution Date 040400
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09/543629

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If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative is attached. (Designation must be a separate document from Assignment.)

Name (line 1) Ford Motor Company

Name (line 2) A Delaware Corporation

Address (line 1) The American Road

Address (line 2)

Address (line 3) Dearborn MI - USA 48121
City State/Country Zip Code

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

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Number of Properties Enter the total number of properties involved. #

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$

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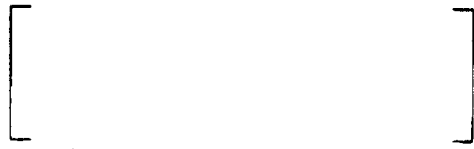
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Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Carol S. Freitag  April 4, 2000

Name of Person Signing Signature Date



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT

WHEREAS, THE UNDERSIGNED,

has/have invented certain new and useful improvements in:

Attorney Docket No. **200-0270** entitled: **METHOD FOR DETERMINING TRANSPORTATION VEHICLE CUSTOMER SATISFACTION**

for which I/we intend to make application for Letters Patent of the United States listing the following as inventors:

Michael Choi
Bruce White; and

WHEREAS, FORD MOTOR COMPANY, a corporation organized and existing by virtue of the laws of the State of Delaware, having its principal place of business at Dearborn, County of Wayne, and State of Michigan, is desirous of acquiring an interest therein;

NOW, THEREFORE, pursuant to my employment agreement heretofore made with FORD MOTOR COMPANY, or by my contractual obligation, I do sell, assign and transfer unto FORD MOTOR COMPANY the full and exclusive right for the United States of America and for all foreign countries to the said invention, as described in the specification executed by me on the date listed below, preparatory to obtaining Letters Patent of the United States therefor (and I hereby authorize my attorneys to insert the serial number and filing date herein:

Serial No. _____, Filing Date _____), and I hereby request the Commissioner of Patents and Trademarks to issue said Letters Patent to FORD MOTOR COMPANY as the assignee. Executed by:

NAME	SIGNATURE	DATE
James Bruce White 2820 Buttery Crt. Windsor, Ontario, Canada N9E 3W4 CA	<i>James White</i>	4/4/2000
Michael Choi 32264 Bock Garden City, MI 48135 US	<i>Michael Choi</i>	4/4/00

Kelley

Attorney Docket No: 200-0270

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