

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Seung Woo BAEK		08/11/2006
RECEIVING PARTY DATA		
Name:	HYUNDAI MOBIS CO., LTD.	
Street Address:	Hyundai Bldg. 140-2 Gyedong, Jongro-gu,	
City:	Seoul	
State/Country:	KOREA, REPUBLIC OF	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	11470323	
CORRESPONDENCE DATA		
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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Correspondent Name:	GREENBLUM & BERNSTEIN, P.L.C.	
Address Line 1:	1950 ROLAND CLARKE PLACE	
Address Line 4:	RESTON, VIRGINIA 20191	
ATTORNEY DOCKET NUMBER:	P30552	
NAME OF SUBMITTER:	William E. Lyddane	
Total Attachments: 2 source=P30552_Assignment#page1.tif source=P30552_Assignment#page2.tif		

OP \$40.00 11470323

ASSIGNMENT

WHEREAS, BAEK, Seung Woo, a citizen of Republic of Korea, whose post office address is 80-10 Mabuk-ri, Guseong-eup, Yongin-si, Gyeonggi-do, Republic of Korea, hereinafter referred to as the ASSIGNOR, has invented a certain improvement relating to

PUSH TYPE CUP HOLDER

for which he has executed, on the same date as this assignment, an application for Letters Patent for the United States to be filed in the United States Patent and Trademark Office.

If this Assignment is filed after the filing date of the above-identified application, the undersigned hereby authorize and request any one of the attorneys of record in this application including Neil F. Greenblum, Reg. No. 28,394, Bruce H. Bernstein, Reg. No. 29,027, Arnold Turk, Reg. No. 33,094, James L. Roland, Reg. No. 32,674, Stephen M. Roylance, Reg. No. 31,296, Leslie J. Paperner, Reg. No. 33,329, William Pieprz, Reg. No. 33,630, and William E. Lyddane, Reg. No. 41,568, of the firm Greenblum & Bernstein, P.L.C., whose address is 1941 Roland Clarke Place, Reston, Virginia 20191, to insert here in parenthesis (Application No. _____, filed _____) the filing date and application number of said application when known.

AND WHEREAS, HYUNDAI MOBIS Co., Ltd., a corporation organized and existing under the laws of the State of Republic of Korea, whose post-office address is Hyundai Bldg. 140-2 Gyeongdong, Jongro-gu, Seoul, Republic of Korea, and hereinafter known as the ASSIGNEE, is desirous of acquiring the entire right, title and interest for the United States in and to said invention and application, including any and all divisions and continuations thereof, and any and all Letters Patent which may be granted thereon, including any and all renewals, reissues, and prolongations thereof. NOW, THIS WITNESSETH that for and in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt whereof is hereby acknowledged, said ASSIGNOR hereby assigns, sells and transfers to said ASSIGNEE, its assigns and legal representatives, the entire and exclusive right, title and interest in and to said invention and application, for the United States including any and all divisions and continuations thereof, and any and all Letters Patent which may be granted therefor, said ASSIGNEE and its assigns and legal representatives to have, hold, exercise and enjoy the said invention and application, including any and all divisions and continuations thereof, and any and all Letters Patent which may be granted thereon, including any and all renewals, reissues and prolongations thereof, with all the rights, powers, privileges, and advantages in any ways arising from or pertaining thereto, for and during the term or terms of any and all such Letters Patent when granted, including any and all renewals, reissues, and prolongations thereof, for the use and benefit of said ASSIGNEE and its assigns and legal representatives in as ample and beneficial a manner to all intents and purposes as the said ASSIGNOR might or could have held and enjoyed the same, if this assignment had not been made.

AND said ASSIGNOR hereby agrees to execute all papers necessary to file applications in the United States for said invention and to assign the same to said ASSIGNEE, or any assignee acquiring title to said invention, and to execute any other papers that may be needed in connection with filing said application and securing Letters Patent thereon.

AND said ASSIGNOR authorizes and requests the Commissioner of Patents to issue Letters Patent on said application, and on any and all divisions and continuations thereof, to said ASSIGNEE, its assigns and legal representatives, in accordance herewith.

IN TESTIMONY WHEREOF, this assignment is executed by said ASSIGNOR, on the respective date(s) indicated below.

Witnessed by:


First Witness:

(Name) HWANG, Young-suk



(Date) August 11, 2006

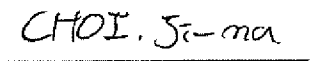
BAEK, Seung Woo



(Date) August 11, 2006

Second Witness:

(Name) CHOI, Ji-na



(Date) August 11, 2006