

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

**CONVEYING PARTY DATA**

Name	Execution Date
Shuji Maruyama	10/25/2007
Tomotaka Kurozu	10/25/2007

**RECEIVING PARTY DATA**

Name:	Hyundai Motor Company
Street Address:	231 Yangjae-Dong, Seocho-Ku
City:	Seoul
State/Country:	KOREA, REPUBLIC OF

Name:	Kia Motors Corporation
Street Address:	231 Yangjae-Dong, Seocho-Ku
City:	Seoul
State/Country:	REPUBLIC OF KOREA

Name:	Hyundai-Kia Motor Japan R&D Center Inc.
Street Address:	3-2-2, Nishinohara
Internal Address:	Inzai-City
City:	Chiba
State/Country:	JAPAN
Postal Code:	270-1334

**PROPERTY NUMBERS Total: 1**

Property Type	Number
Application Number:	11949545

**CORRESPONDENCE DATA**

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CH \$40.00 11949545

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ATTORNEY DOCKET NUMBER:

060943-5111

NAME OF SUBMITTER:

Thomas D. Kohler

Total Attachments: 1  
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ASSIGNMENT

WHEREAS, We, Shuji MARUYAMA, ASSIGNOR, citizens of Japan, residing at 3-2-2 Nishinohara, Inzai-city, Chiba and Tomotaka KUROZU, ASSIGNOR, citizens of Japan, residing at 3-2-2 Nishinohara, Inzai-city, Chiba, are the inventors of the invention in for which we have executed an application for a Patent of the United States

- which is executed on even date herewith or
which is identified by Morgan, Lewis & Bockius LLP docket no. 060993-5111
which was filed on . Application No.
We hereby authorize and request our attorney, Thomas D. Kohler, of Morgan, Lewis & Bockius LLP, to insert here in parentheses (Application number, filed ) the filing date and application number of said application when known.

and WHEREAS, Hyundai Motor Company, located at 231 Yangjae-dong, Seocho-ku, Seoul, Republic of Korea , Kia Motors Corporation, located at 231 Yangjae-dong, Seocho-ku, Seoul, Republic of Korea, Hyundai-Kia Motor Japan R&D Center Inc., located at 3-2-2, Nishinohara, Inzai-City, Chiba 270-1334, Japan , are desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

DISPLAY SYSTEM AND METHOD FOR STEERING WHEEL OF VEHICLE

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEES, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention 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 and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEES, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

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

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date October 25, 2007 Shuji MARUYAMA Shuji MARUYAMA I.S.

Date October 25, 2007 Tomotaka KUROZU Tomotaka KUROZU I.S.

State of )
) SS.:

County of Republic of Korea

On , 2007, before me, , Notary Public, personally appeared , personally known to me on the basis of satisfactory evidence to be the person(s) whose name(s) is subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal

Jae Hwa CHOI