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SUBMISSION TYPE:		NEW ASSIGNMENT						
NATURE OF CONVEYANCE:		ASSIGNMENT						
CONVEYING PARTY DATA								
Name Execu								
Dong Woo Jeong				10/08/2008				
RECEIVING PARTY DATA								
Name:	Hyundai Motor Company							
Street Address:	231 Yangjae-Dong, Seocho-Ku							
	Seoul	Seoul						
State/Country:	KOREA, DEMOCRATIC PEOPLE'S REPUBLIC OF							
PROPERTY NUMBERS Total: 1								
Property Type			Number					
Application Number: 12272		293						
CORRESPONDENCE DATA								
Fax Number: (415)442-1001								
			hen the fax attempt is unsuccessful.					
	Phone: 1.415.442.1724							
Correspondent Name: Jere Valles/Morgan, Lewis & Bockius LLP Address Line 1: One Market, Spear Street tower								
Address Line 4:	One Market, Spear Street tower San Francisco, CALIFORNIA 94105							
ATTORNEY DOCKET NUMBER:			068949-5058-US					
NAME OF SUBMITTER:			Jere Valles					
Total Attachments: 1 source=068949_5058_US_ASS#page1.tif								

SOLE

ASSIGNMENT

WHEREAS, I, JEONG Dong Woo, ASSIGNOR, citizen of Republic of Korea, residing at 101-503, Geunigwang Poranjae Apt, Musong-dong, Hwaseong-si, Gyeonggi-do 445-020, Republic of Korea, is the inventor of the invention in REINFORCEMENT FOR REAR SEAT BACKS for which I 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.
- □ which was filed on , Application No.

I hereby authorize and request my 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, 231 Yangjae-Dong, Seocho-Ku, Seoul, Republic of Korea, ASSIGNEE is desirous of obtaining my entire right, title and interest in, to and under the said invention and the said application:

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, I, the said ASSIGNOR, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, my 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 I 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 ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

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

AND I HEREBY further covenant and agree that I will communicate to the said ASSIGNEE, 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, I hereunto set my hand and seal the day and year set opposite my signature.

Date	October 8		, 2008	Woll 5)	L.5
State of	Gyeonggi-do) 1 SS ·		JEONG, Dong Woo	

County of Republic of Korea)

On

, 2008, 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

1-SF/7595202. 1

PATENT REEL: 021845 FRAME: 0068

RECORDED: 11/17/2008