

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Ki Nam KIM</td> <td>11/24/2008</td> </tr> <tr> <td>Hyun KO</td> <td>11/24/2008</td> </tr> <tr> <td>Hae Il JEONG</td> <td>11/24/2008</td> </tr> </tbody> </table>		Name	Execution Date	Ki Nam KIM	11/24/2008	Hyun KO	11/24/2008	Hae Il JEONG	11/24/2008
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Ki Nam KIM	11/24/2008								
Hyun KO	11/24/2008								
Hae Il JEONG	11/24/2008								
RECEIVING PARTY DATA									
Name:	Hyundai Motor Company								
Street Address:	231 Yangjae-Dong, Seocho-Ku								
City:	Seoul								
State/Country:	REPUBLIC OF KOREA								
PROPERTY NUMBERS Total: 1									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12331899</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12331899				
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Application Number:	12331899								
CORRESPONDENCE DATA									
Fax Number:	(415)442-1001								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
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Address Line 1:	One Market, Spear Street Tower, Suite 28								
Address Line 4:	San Francisco, CALIFORNIA 94105								
ATTORNEY DOCKET NUMBER:	068949-5081US								
NAME OF SUBMITTER:	Monica E. Carlos								
Total Attachments: 1 source=068949_5081US_Assign#page1.tif									

CH \$40.00 12331899

JOINT
ASSIGNMENT

WHEREAS, We, KIM Ki Nam, KO Hyun, and JEONG Hae Il, ASSIGNORS, citizen of Republic of Korea, residing at 120-1501, Hyundai HomeTown, Mactan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-370; 114-1702, Ssangyong Sweet dot home Apt, 238, Wau-ri, Bongdam-eup, Hwaseong-si, Gyeonggi-do 445-897; and No. 20, Hankuk Apt, 302, Simgok-dong, Seo-gu, Incheon 404-190, Republic of Korea; respectively, are the inventors of the invention in **HEADREST FOR VEHICLE** 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.
- 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**, 231 Yangjae-Dong, Seocho-Ku, Seoul, Republic of Korea, ASSIGNEESS is desirous of obtaining our 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, 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;

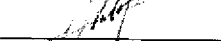
AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEES, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

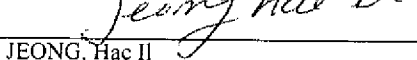
AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

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 ASSIGNEES, 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 November 24, 2008  _____ L.S.
KIM, Ki Nam

Date November 24, 2008  _____ L.S.
KO, Hyun

Date November 24, 2008  _____ L.S.
JEONG, Hae Il

State of _____)
) SS.:
County of _____)

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