

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>Daniel Xing</td> <td>03/31/2009</td> </tr> <tr> <td>Vinuth Rai</td> <td>03/31/2009</td> </tr> <tr> <td>Roger D. Melen</td> <td>03/31/2009</td> </tr> <tr> <td>Matthew Kresse</td> <td>03/31/2009</td> </tr> <tr> <td>Kezhu Hong</td> <td>03/31/2009</td> </tr> </tbody> </table>		Name	Execution Date	Daniel Xing	03/31/2009	Vinuth Rai	03/31/2009	Roger D. Melen	03/31/2009	Matthew Kresse	03/31/2009	Kezhu Hong	03/31/2009
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RECEIVING PARTY DATA													
Name:	Toyota InfoTechnology Center Co., Ltd.												
Street Address:	6-20 Akasaka 6 chome												
Internal Address:	Minato-ku												
City:	Tokyo												
State/Country:	JAPAN												
Postal Code:	107-0052												
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>12415877</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12415877								
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CORRESPONDENCE DATA													
Fax Number:	(650)938-5200												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
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CH \$40.00 12415877

NAME OF SUBMITTER:

Greg T. Sueoka, Reg. No. 33,800

Total Attachments: 2

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PATENT

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the persons named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to **Toyota InfoTechnology Center Co., Ltd.**, a corporation of Japan, having a place of business at 6-20 Akasaka 6 chome, Minato-ku, Tokyo, 107-0052, Japan ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **MANAGING VEHICLE EFFICIENCY** ("APPLICATION"), which:

is to be filed herewith

having a filing date of March 31, 2009, and bearing U.S. application serial number 12/415,877.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

PATENT

Title of Document: ASSIGNMENT

Title: MANAGING VEHICLE EFFICIENCY

Filed: March 31, 2009

Application No.: 12/415,877

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature	Date of Signature
 Daniel Xing	Mar 31, 2009

Name and Signature	Date of Signature
 Vinuth Rai	Mar 31, 2009

Name and Signature	Date of Signature
 Roger D. Melen	MAR 31, 2009

Name and Signature	Date of Signature
 Matthew Kresse	Mar 31, 2009

Name and Signature	Date of Signature
 Kezhu Hong	Mar 31, 2009

23230/14614/DOCS/2049398.1