

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
KIA MOTORS CORPORATION	01/06/2010
RECEIVING PARTY DATA	
Name:	HYUNDAI MOTOR COMPANY
Street Address:	231, YANGJAE-DONG, SEOCHO-KU
City:	SEOUL
State/Country:	REPUBLIC OF KOREA
Postal Code:	137-130
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12616614
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NAME OF SUBMITTER:	Monica E. Carlos
Total Attachments: 2 source=100486_5057US_Assign#page1.tif source=100486_5057US_Assign#page2.tif	

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REEL: 023838 FRAME: 0014

ASSIGNMENT

WHEREAS, **KIA MOTORS CORPORATION**, a corporation of the Republic of Korea, having a place of business at 231, Yangjae-dong, Seocho-ku, Seoul 137-130, Republic of Korea (hereinafter "Assignor"), is the owner of an undivided one-half (50%) interest in the entire right, title and interest in and to U.S. Patent Application No. 12/616,614 filed November 11, 2009, and entitled **ROOF AIR BAG MOUNTING STRUCTURE** (hereinafter "Application"), as evidenced by an Assignment recorded November 11, 2009 at Reel/Frame 023503/0764.

WHEREAS, **HYUNDAI MOTOR COMPANY**, a corporation of the Republic of Korea, having a place of business at 231, Yangjae-dong, Seocho-ku, Seoul 137-130, Republic of Korea (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest of Assignor in and to said Application and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered (all collectively hereinafter termed "said invention"), and in and to any and all patents, inventor's certificates and other forms of protection (hereinafter termed "patents") thereon granted in the United States and foreign countries, and Assignor is willing to assign its interest therein to said Assignee.

NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Assignor to have been received in full from said Assignee, said Assignor does hereby sell, assign, transfer and convey unto said Assignee, Assignor's undivided one-half (50%) interest in the entire right, title and interest (a) in and to said application and said invention; (b) in and to all rights to apply for foreign patents on said invention pursuant to the International Convention for the Protection of Industrial Property or otherwise; (c) in and to any and all applications filed and any and all patents granted on said invention in the United States or any foreign country, including each and every application filed and each and every patent granted on any application which is a division, substitution, or continuation of any of said applications; and (d) in and to each and every reissue or extensions of any of said patents.

THE SAME TO BE HELD AND ENJOYED BY said Assignee, its successors and assigns, for its own use and behoof, for the life of rights in and to said invention, including to the full end of the life of any Letters Patent of the United States granted on said Application and to the full end of the life of any foreign patent which exists or may be granted, as fully and entirely as the same might or could have been enjoyed by said Assignor had this assignment and sale not been made.

IN ORDER TO CARRY OUT IN GOOD FAITH the intent and purpose of this assignment, said Assignor hereby does covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right title and interest herein conveyed in the United States and foreign countries. Such cooperation by said Assignor shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any of said applications; (c) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (d) for filing and prosecuting applications for reissuance of any said patents; (e) for interference or other priority proceedings involving said invention; and (f) for legal proceedings involving said invention and any applications therefor and any patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Assignor in providing such cooperation shall be paid for by said Assignee.

IN WITNESS WHEREOF, said Assignor hereunto set its hand by duly authorized officer, at and in the City of Seoul, Republic of Korea.

KIA MOTORS CORPORATION

Date: January 6, 2010By: MCKName: Min Chang, KIMTitle: Patent team manager