

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Robert William McCoy	01/29/2010
RECEIVING PARTY DATA	
Name:	Ford Global Technologies, LLC
Street Address:	Fairlane Plaza South, Suite 800
Internal Address:	330 Town Center Drive
City:	Dearborn
State/Country:	MICHIGAN
Postal Code:	48126
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12698613
CORRESPONDENCE DATA	
Fax Number:	(313)322-7162
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	248-358-4400
Email:	dhays@brookskushman.com
Correspondent Name:	Brooks Kushman P.C.
Address Line 1:	1000 Town Center
Address Line 2:	22nd Floor
Address Line 4:	Southfield, MICHIGAN 48075
ATTORNEY DOCKET NUMBER:	81204471 (FMC 3008 PUS)
NAME OF SUBMITTER:	Diana D. Brehob
Total Attachments: 1 source=Assignment#page 1.tif	

CH \$40.00 12698613

501086853

PATENT
REEL: 023907 FRAME: 0214

Please direct all correspondence to: 28395

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT

WHEREAS, THE UNDERSIGNED, has/have invented certain new and useful improvements in:
Attorney Docket No. **81204471** entitled: **A SEATBELT USE PROMOTION SYSTEM AND METHOD**


for which I/we intend to make application for Letters Patent of the United States listing the following as inventors: **Robert William McCoy**.

Pursuant to my employment agreement heretofore made or by contractual obligation, I do sell, assign and transfer unto FORD GLOBAL TECHNOLOGIES, LLC, a Ford Motor Company Limited Liability Company organized and existing by virtue of the laws of the State of Delaware, having its principal place of business at Dearborn, County of Wayne, and State of Michigan, the full and exclusive right for the United States of America and for all foreign countries to the said invention, as described in the specification executed by me on the date listed below, preparatory to obtaining Letters Patent of the United States therefor (and I hereby authorize my attorneys to insert the serial number and filing date herein:

Serial No. 12/698,613, Filing Date February 2, 2010), and I hereby request the Commissioner of Patents and Trademarks to issue said Letters Patent to FORD GLOBAL TECHNOLOGIES, LLC as the assignee.

Executed by:

Name: Robert William McCoy
Home Address: 2615 Dexter Ave,
City, State, Zip: Ann Arbor, MI 48103
Country: United States of America

SIGNATURE:  Date: 1/29/2010

Frank A MacKenzie