

PATENT ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																		
NATURE OF CONVEYANCE:	ASSIGNMENT																		
CONVEYING PARTY DATA																			
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Roderick A. Hyde</td><td>02/03/2010</td></tr><tr><td>Muriel Y. Ishikawa</td><td>01/18/2010</td></tr><tr><td>Jordin T. Kare</td><td>01/11/2010</td></tr><tr><td>Thomas J. Nugent Jr.</td><td>03/05/2010</td></tr><tr><td>Clarence T. Tegreene</td><td>12/29/2009</td></tr><tr><td>Charles Whitmer</td><td>03/03/2010</td></tr><tr><td>Lowell L. Wood Jr.</td><td>01/03/2010</td></tr><tr><td>Victoria Y.H. w</td><td>01/18/2010</td></tr></tbody></table>		Name	Execution Date	Roderick A. Hyde	02/03/2010	Muriel Y. Ishikawa	01/18/2010	Jordin T. Kare	01/11/2010	Thomas J. Nugent Jr.	03/05/2010	Clarence T. Tegreene	12/29/2009	Charles Whitmer	03/03/2010	Lowell L. Wood Jr.	01/03/2010	Victoria Y.H. w	01/18/2010
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RECEIVING PARTY DATA																			
<table border="1"><tr><td>Name:</td><td>Searete LLC</td></tr><tr><td>Street Address:</td><td>1756 - 114th Ave. SE #110</td></tr><tr><td>City:</td><td>Bellevue</td></tr><tr><td>State/Country:</td><td>WASHINGTON</td></tr><tr><td>Postal Code:</td><td>98004</td></tr></table>		Name:	Searete LLC	Street Address:	1756 - 114th Ave. SE #110	City:	Bellevue	State/Country:	WASHINGTON	Postal Code:	98004								
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PROPERTY NUMBERS Total: 1																			
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CORRESPONDENCE DATA																			
Fax Number: (425)679-0566 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																			
Phone: 425-283-14722																			
Email: maurent@intvenls.com																			
Correspondent Name: Searete LLC																			
Address Line 1: Suite 110																			
Address Line 2: 1756-114th Ave. S.E.																			
Address Line 4: Bellevue, WASHINGTON 98004																			

501113284

PATENT  
REEL: 024049 FRAME: 0627

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ATTORNEY DOCKET NUMBER:	0107A-035-008-C00001
NAME OF SUBMITTER:	David S. Romney
<p>Total Attachments: 14</p> <p>source=008-C00001Assign#page1.tif</p> <p>source=008-C00001Assign#page2.tif</p> <p>source=008-C00001Assign#page3.tif</p> <p>source=008-C00001Assign#page4.tif</p> <p>source=008-C00001Assign#page5.tif</p> <p>source=008-C00001Assign#page6.tif</p> <p>source=008-C00001Assign#page7.tif</p> <p>source=008-C00001Assign#page8.tif</p> <p>source=008-C00001Assign#page9.tif</p> <p>source=008-C00001Assign#page10.tif</p> <p>source=008-C00001Assign#page11.tif</p> <p>source=008-C00001Assign#page12.tif</p> <p>source=008-C00001Assign#page13.tif</p> <p>source=008-C00001Assign#page14.tif</p>	

## ASSIGNMENT

WHEREAS, we, Roderick A. Hyde; Muriel Y. Ishikawa; Jordin T. Kare; Thomas J. Nugent, Jr.; Clarence T. Tegreene; Charles Whitmer; Lowell L. Wood, Jr.; and Victoria Y.H. Wood (hereinafter referred to as ASSIGNORS), having post office addresses of 9915 – 161<sup>st</sup> Avenue N.E., Redmond, WA 98052; 1185 Hillcrest Avenue, Livermore, CA 94550-4291; 908 15<sup>th</sup> Avenue East, Seattle, WA 98112; 1200 – 141<sup>st</sup> Place NE, Bellevue, WA 98007; 10629 NE 17<sup>th</sup> Street, Bellevue, WA 98004-2834; 15509 Uplands Way S.E., North Bend, WA 98045; 989 112<sup>th</sup> Avenue NE #2310, Bellevue, WA 98004; and 1185 Hillcrest Avenue, Livermore, CA 94550-4921, respectively, are the joint inventors of an invention entitled “PROMOTIONAL CORRELATION WITH SELECTIVE VEHICLE MODES,” as described and claimed in the specification for which an application for United States letters patent was filed on December 4, 2009 and assigned Application No. 12/592,974; and

WHEREAS, Searete LLC, (hereinafter referred to as ASSIGNEE), a limited liability corporation of the State of Delaware, having a place of business at 1756 – 114<sup>th</sup> Ave. S.E., Suite 110, Bellevue, WA 98004, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty

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*January 18, 2010*  
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Date

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Roderick A. Hyde

*Muriel Y. Ishikawa*  
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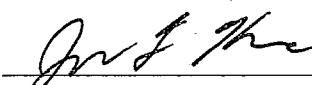
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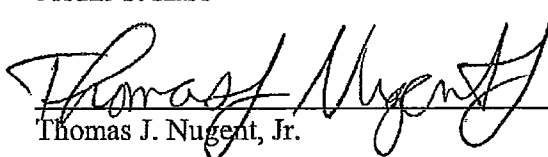
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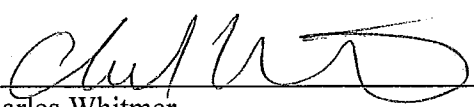
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Clarence T. Tegreene

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Date

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Charles Whitmer

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Date

*3 January 2010*

*Lowell L. Wood, Jr.*  
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Lowell L. Wood, Jr.

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Date

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Victoria Y.H. Wood