

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Marek Reichman	03/03/2010
Matthew Hill	03/03/2010
RECEIVING PARTY DATA	
Name:	Aston Martin Lagonda Limited
Street Address:	Banbury Road
City:	Gaydon, Warwick
State/Country:	UNITED KINGDOM
Postal Code:	CV35 0DB
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29341219
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	191512/US
NAME OF SUBMITTER:	Valerie H. Brown

Total Attachments: 3
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**PATENT
 REEL: 024060 FRAME: 0696**

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ASSIGNMENT

WHEREAS, we, Marek Reichman, residing at The River House, Mill Lane, Henley-on-Thames, Oxfordshire, United Kingdom RG9 3LY, and Matthew Hill, residing at Robin House, Poplar Road, Bishops Itchington, Warwickshire, United Kingdom CV47 2RG (hereinafter, individually and collectively the "Assignor"), have made a certain original and ornamental design relating to a motor car, for which we have made application for Design Letters Patent in the United States ("U.S."), titled "ARMREST FOR A DOOR OF AN AUTOMOBILE OR THE LIKE," which can be identified in the United States Patent and Trademark Office ("USPTO") by Application No. 29/341,219, filed on July 31, 2009 (the "Design Application") with Attorney Docket No. P191512.US.01; and

WHEREAS, Assignor desires to assign any and all right, title and interest to said Design Application, and any continuation, continuation-in-part, divisional, international, foreign, regional and convention applications corresponding thereto, and any and all Design Letters Patent of the United States and countries and regions foreign thereto which may grant or have granted thereto or be lodged in relation thereto, any reissue or reexamination thereof or to be obtained therefor, any renewals, or substitutes thereof, and any and all priority rights or priority claims, International Convention rights, any and all rights to collect past damages for infringement of any and all Letters Patent of the United States and countries and regions foreign thereto which may be published, which may grant, or have granted thereto or be lodged in relation thereto, and other benefits accruing to or to accrue to Assignor with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto (the "Patent Rights");

WHEREAS, Aston Martin Lagonda Limited, a company incorporated and registered in England and Wales with company number 1199255, whose registered office is at Banbury Road, Gaydon, Warwick, United Kingdom CV35 0DB (the "Assignee"), desires to acquire any and all, right, title, and interest of Assignor in and to the design(s), the Patent Rights, and in, to, and under any and all Design Letters Patent to be obtained therefor;

NOW THEREFORE, for the sum of \$1.00 and other good and valuable consideration to Assignor in hand paid, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned, and transfer and by these presents does hereby sell, assign and transfer to the said Assignee, and said Assignee's legal representatives, successors and assigns, any and all of the entire right, title and interest in and to the design, Patent Rights, and any and all Design Letters Patent to be obtained therefor;

UPON SAID CONSIDERATION, the Assignor hereby covenants and agrees with the said Assignee that it will not execute any writing or do any act whatsoever conflicting with these presents, and that it will, at any time upon request, without further or additional consideration, but at the expense of the said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, continuations, continuations-in-part, continuing prosecutions, divisionals, renewals, reissues, reexamined or extended Letters Patent of the United States, or of any and all

foreign countries, on said Patent Rights, and execute confirmatory assignments or acknowledgments of this assignment as necessary for full enjoyment of the Patent Rights and for recording in foreign patent offices, and in enforcing any rights or choses in action accruing as a result of such Patent Rights, by giving testimony in any proceedings or transactions involving such Patent Rights, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of, the assigns and legal representatives of both parties;


UPON SAID CONSIDERATION, Assignor represents and warrants that Assignor has the right, title, and authority to execute this Assignment and to convey any and all right, title, and interest in the Patent Rights, and that Assignor has not conveyed nor will convey hereafter all or part of the Patent Rights to a third party;

ASSIGNOR HEREBY AUTHORIZES said Assignee, its successors, and assigns, or anyone it may properly designate, to apply for Letters Patent in the U.S. and any and all foreign countries and regions, in its own name if desired, and additionally to claim priority to the filing date of the Design Application and otherwise take advantage of the provisions of any international conventions.

ASSIGNOR HEREBY AUTHORIZES Assignee, its successors and assigns, or anyone it may properly designate, to insert in this instrument the application number, filing date, and title of the Design Application once known.

IN WITNESS WHEREOF, the Assignor hereunto has executed this Assignment upon the date indicated below.

Date: MARCH 3RD ²⁰¹⁰, ~~2009~~

By: 
Marek Reichman

Date: MARCH 3RD ²⁰¹⁰, ~~2009~~

By: 
Matthew Hill

ACCEPTANCE OF ASSIGNMENT

The Assignee hereby acknowledges and accepts the foregoing assignment of rights by Assignor.

IN TESTIMONY WHEREOF, the Assignee, by its undersigned officer, confirms its acceptance on the date and in the place set forth below.

ASTON MARTIN LAGONDA LIMITED

Date: 10 MARCH, ²⁰¹⁰~~2009~~

By: Michael F Marecki
Name: MICHAEL F MARECKI
Title: GENERAL COUNSEL & COMPANY SECRETARY

4847-1233-5108/1