

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Toshiaki Arai	03/16/2010
Hiroshi Sato	04/05/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	HONDA MOTOR CO., LTD.
<b>Street Address:</b>	1-1, Minami-Aoyama 2-chome
<b>Internal Address:</b>	Minato-ku
<b>City:</b>	Tokyo
<b>State/Country:</b>	JAPAN
<b>Postal Code:</b>	107-8556
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12761802
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	SHG-33307
<b>NAME OF SUBMITTER:</b>	David E. Spaw
<b>Total Attachments: 2</b> source=33307#page1.tif source=33307#page2.tif	

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**PATENT**  
**REEL: 024247 FRAME: 0071**

## ASSIGNMENT

WHEREAS, new and useful improvements have been made by the undersigned in

### VEHICLE GRADIENT ESTIMATING DEVICE AND VEHICLE TRAVELING CONTROL DEVICE

that are the subject of an application for a U.S. Patent, (Application No. 12/761802,  
filed 04/16/2010), which application is further identified as Rankin, Hill, Porter  
& Clark LLP Docket No. SHG-33307.

WHEREAS, HONDA MOTOR CO., LTD., a corporation of Japan, and having a place of  
business at 1-1, Minami-Aoyama 2-chome, Minato-ku, Tokyo, 107-8556 Japan,  
hereinafter referred to as "assignee", is desirous of acquiring all right, title, and interest  
throughout the world in, to, and under said improvements and inventions and patent rights  
therefor.

NOW, THEREFORE, be it known that, for valuable consideration, the receipt and  
sufficiency of which are hereby acknowledged, all right, title, and interest, in the United  
States and throughout the world, in, to and under said improvements and inventions and  
all patents, patent applications, patent rights, and inventor's certificates thereof, therefor,  
and therein, including without limitation said application for patent in the United States, all  
divisions and continuations thereof, all patents which may be granted thereon, all  
reissues and extensions thereof, all right to sue for past infringement thereunder, all  
patents which may be granted for said improvements and inventions by states or nations  
other than the United States, or by other authority, entity, or organization, and all  
applications therefor, have been and are hereby sold, assigned, transferred, and  
delivered unto assignee, its successors and assigns; and it is covenanted and agreed by  
the undersigned, and for executors, administrators, and legal representatives of the  
undersigned, that at assignee's request any and all applications, affidavits, assignments,  
and other instruments will be made, executed, and delivered as may be necessary, or  
desirable to secure for or vest in assignee, its successors or assigns, any improvement,  
inventions, right, title, interest, application, patent, patent right or other right or property  
covered by this assignment, and the United States Commissioner of Patents and  
Trademarks is hereby requested and authorized to issue any and all United States  
patents granted on any of said applications to assignee as owner of the entire right, title,  
and interest in, to, and under the same, and appropriately empowered officials of foreign  
countries are hereby authorized to issue any letters patent granted on any of said  
applications to assignee as owner of the entire right, title and interest in, to, and under the  
same.

The undersigned hereby grants the firm of Rankin, Hill, Porter & Clark LLP the power to  
insert on this assignment any further identification which 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.

IN WITNESS WHEREOF, this assignment has been executed below by the undersigned:

(1) Inventor Name (sole or joint): Toshiaki ARAI

Signature: Toshiaki Arai

Today's Date : March 16, 2010

Witness: \_\_\_\_\_

Witness: \_\_\_\_\_

(2) Inventor Name (sole or joint): Hiroshi SATO

Signature: Hiroshi Sato

Today's Date : April 5, 2010

Witness: \_\_\_\_\_

Witness: \_\_\_\_\_