

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

| <b>SUBMISSION TYPE:</b>                                                                                                                                                                                                                                                                                                                                                | NEW ASSIGNMENT               |               |                        |                            |                              |              |            |                       |                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|---------------|------------------------|----------------------------|------------------------------|--------------|------------|-----------------------|-------------------|
| <b>NATURE OF CONVEYANCE:</b>                                                                                                                                                                                                                                                                                                                                           | ASSIGNMENT                   |               |                        |                            |                              |              |            |                       |                   |
| <b>CONVEYING PARTY DATA</b>                                                                                                                                                                                                                                                                                                                                            |                              |               |                        |                            |                              |              |            |                       |                   |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Hyung Uk Chang</td> <td>08/20/2010</td> </tr> <tr> <td>Jae Kun Lee</td> <td>08/20/2010</td> </tr> <tr> <td>Se Jin Oh</td> <td>08/20/2010</td> </tr> </tbody> </table>    |                              | Name          | Execution Date         | Hyung Uk Chang             | 08/20/2010                   | Jae Kun Lee  | 08/20/2010 | Se Jin Oh             | 08/20/2010        |
| Name                                                                                                                                                                                                                                                                                                                                                                   | Execution Date               |               |                        |                            |                              |              |            |                       |                   |
| Hyung Uk Chang                                                                                                                                                                                                                                                                                                                                                         | 08/20/2010                   |               |                        |                            |                              |              |            |                       |                   |
| Jae Kun Lee                                                                                                                                                                                                                                                                                                                                                            | 08/20/2010                   |               |                        |                            |                              |              |            |                       |                   |
| Se Jin Oh                                                                                                                                                                                                                                                                                                                                                              | 08/20/2010                   |               |                        |                            |                              |              |            |                       |                   |
| <b>RECEIVING PARTY DATA</b>                                                                                                                                                                                                                                                                                                                                            |                              |               |                        |                            |                              |              |            |                       |                   |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Name:</b></td> <td>Kia Motors Corporation</td> </tr> <tr> <td><b>Street Address:</b></td> <td>231, Yangjae-dong, Seocho-Ku</td> </tr> <tr> <td><b>City:</b></td> <td>Seoul</td> </tr> <tr> <td><b>State/Country:</b></td> <td>REPUBLIC OF KOREA</td> </tr> </table> |                              | <b>Name:</b>  | Kia Motors Corporation | <b>Street Address:</b>     | 231, Yangjae-dong, Seocho-Ku | <b>City:</b> | Seoul      | <b>State/Country:</b> | REPUBLIC OF KOREA |
| <b>Name:</b>                                                                                                                                                                                                                                                                                                                                                           | Kia Motors Corporation       |               |                        |                            |                              |              |            |                       |                   |
| <b>Street Address:</b>                                                                                                                                                                                                                                                                                                                                                 | 231, Yangjae-dong, Seocho-Ku |               |                        |                            |                              |              |            |                       |                   |
| <b>City:</b>                                                                                                                                                                                                                                                                                                                                                           | Seoul                        |               |                        |                            |                              |              |            |                       |                   |
| <b>State/Country:</b>                                                                                                                                                                                                                                                                                                                                                  | REPUBLIC OF KOREA            |               |                        |                            |                              |              |            |                       |                   |
| <b>PROPERTY NUMBERS Total: 1</b>                                                                                                                                                                                                                                                                                                                                       |                              |               |                        |                            |                              |              |            |                       |                   |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td><b>Application Number:</b></td> <td>29368569</td> </tr> </tbody> </table>                                                                                                                   |                              | Property Type | Number                 | <b>Application Number:</b> | 29368569                     |              |            |                       |                   |
| Property Type                                                                                                                                                                                                                                                                                                                                                          | Number                       |               |                        |                            |                              |              |            |                       |                   |
| <b>Application Number:</b>                                                                                                                                                                                                                                                                                                                                             | 29368569                     |               |                        |                            |                              |              |            |                       |                   |
| <b>CORRESPONDENCE DATA</b>                                                                                                                                                                                                                                                                                                                                             |                              |               |                        |                            |                              |              |            |                       |                   |
| <p>Fax Number: (617)227-4420</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 617-239-0100</p> <p>Email: patent@eapdlaw.com</p> <p>Correspondent Name: EDWARDS ANGELL PALMER &amp; DODGE LLP</p> <p>Address Line 1: P.O. BOX 55874</p> <p>Address Line 4: BOSTON, MASSACHUSETTS 02205</p>                     |                              |               |                        |                            |                              |              |            |                       |                   |
| <b>ATTORNEY DOCKET NUMBER:</b>                                                                                                                                                                                                                                                                                                                                         | 87089(51529)                 |               |                        |                            |                              |              |            |                       |                   |
| <b>NAME OF SUBMITTER:</b>                                                                                                                                                                                                                                                                                                                                              | Peter F. Corless             |               |                        |                            |                              |              |            |                       |                   |
| <p>Total Attachments: 3</p> <p>source=87089_Assignment#page1.tif</p> <p>source=87089_Assignment#page2.tif</p> <p>source=87089_Assignment#page3.tif</p>                                                                                                                                                                                                                 |                              |               |                        |                            |                              |              |            |                       |                   |

CH \$40.00 29368569

**501272492**

**PATENT**  
**REEL: 024887 FRAME: 0558**

## **ASSIGNMENT BY INVENTOR**

**THIS ASSIGNMENT**, made this 9 day of July, 2010, by Hyung Uk, CHANG; Jae Kun, LEE; Se Jin, OH, (hereinafter referred to as Assignor), residing at 101-1501, Keumkwang Poranjae Apt., Musong-dong, Hwaseong-si, Gyeonggi-do, REPUBLIC OF KOREA, Hyundai Kia Motors Namyang Institute, Jangdeok-dong, Hwaseong-si, Gyeonggi-do, REPUBLIC OF KOREA; Exterior Design 2-Team of Kia, Hyundai Kia Motors Namyang Institute, Jangdeok-dong, Hwaseong-si, Gyeonggi-do, REPUBLIC OF KOREA,

**WHEREAS**, Assignor has invented certain new and useful improvements in Automobile, set forth in a design application for Letters Patent of the United States, already filed on February 26, 2010 as U.S. Application No. 30-2010-0008646, and

**WHEREAS**, Kia Motors Corporation, a Corporation organized under and pursuant to the laws Republic of Korea, of having its principal place of business at 231, Yangjae-dong, Seocho-Ku, Seoul, REPUBLIC OF KOREA (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to said inventions and said Application for Letters Patent of the United States, and in and to any Letters Patent of the United States to be obtained therefore and thereon.

**NOW, THEREFORE**, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is hereby acknowledged, Assignor has sold, assigned, transferred and set over, and by these presents does sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions and application for Letters Patent, and in and to any and all direct and indirect divisions, continuations and continuations-in-part of said application, and any and all Letters Patent in the United States and all foreign countries which may be granted therefor and thereon, and reissues, reexaminations and extensions of said Letters Patent, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and

enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may be granted and/or extended, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.

**AND** for the same consideration, Assignor hereby represents and warrants to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignor is the sole and lawful owner of the entire right, title and interest in and to the said inventions and application for Letters Patent above-mentioned, and that the same are unencumbered and that Assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth.

**AND** for the same consideration, Assignor hereby covenants and agrees to and with Assignee, its successors, legal representatives and assigns, that Assignor will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise: that any proceeding in connection with said inventions, or said Design application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for said inventions in any country, including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable.

**AND** Assignor hereby requests the Commissioner of Patent and Trademarks to issue said Letters Patent of the United States to Assignee, as Assignee of said inventions

and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

AND Assignor hereby grants the following individuals 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:

EDWARDS ANGELL PALMER & DODGE LLP

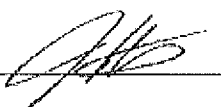
All practitioners at Customer Number 21874

AND Assignor acknowledges an obligation of assignment of this invention to Assignee at the time the invention was made.

Date: August 20, 2010

Signature: Hyoung Uk, Chang 

Date: August 20, 2010

Signature: Jae-hyun, Lee 

Date: August 20, 2010

Signature: Se-jin, Oh 