

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Seunggil Choi	11/02/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Hyundai Motor Company
<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>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12953089
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	87343(71666)
<b>NAME OF SUBMITTER:</b>	Peter F. Corless

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**PATENT**  
**REEL: 025400 FRAME: 0046**

Total Attachments: 3

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**PATENT**

**REEL: 025400 FRAME: 0047**

## ASSIGNMENT BY INVENTOR

THIS ASSIGNMENT, made this 2nd day of November, 2010, by  
**CHOI, SEUNGGIL**; (inventor) (hereinafter referred to as Assignor), residing 221-706  
LG Xi 2-cha Apt., Sinbong-dong, Suji-gu, Youngin-si, Gyeonggi-do, Republic of  
Korea;

**WHEREAS**, Assignor has invented certain new and useful improvements in  
SYSTEM AND METHOD FOR STARTING CONTROL OF HYBRID VEHICLE

(title), set forth in a Patent application for Letters Patent of the United States, filed  
herewith; and

**WHEREAS**, **HYUNDAI MOTOR COMPANY**, a organized under and  
pursuant to the laws of Republic of Korea having its principal place of business at  
231, Yangjae-dong, Seocho-ku, Seoul, Korea ; **KIA MOTORS CORPORATION**, a  
organized under and pursuant to the laws of Republic of Korea having its principal  
place of business at 231, Yangjae-dong, Seocho-ku, Seoul, 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 do 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 therefore  
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 represent and warrant 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 owners 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 covenant and agree 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 Patent 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 request 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 grant 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:

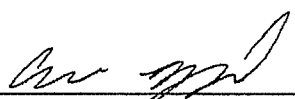
EDWARDS ANGELL PALMER & DODGE LLP

All practitioners at Customer Number 21874

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

November 2, 2010

\_\_\_\_\_  
Date

  
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(inventor) **CHOI, SEUNGGIL**