

**PATENT ASSIGNMENT**

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<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>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Chi Nam Oh</td> <td>11/10/2010</td> </tr> <tr> <td>Tae Soo Kim</td> <td>11/10/2010</td> </tr> <tr> <td>Min Suk Kim</td> <td>11/10/2010</td> </tr> <tr> <td>Young Eon Ma</td> <td>11/10/2010</td> </tr> </tbody> </table>		Name	Execution Date	Chi Nam Oh	11/10/2010	Tae Soo Kim	11/10/2010	Min Suk Kim	11/10/2010	Young Eon Ma	11/10/2010
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Young Eon Ma	11/10/2010										
<b>RECEIVING PARTY DATA</b>											
<b>Name:</b>	Hyundai Motor Company										
<b>Street Address:</b>	231, Yangjae-dong, Seocho-gu										
<b>City:</b>	Seoul										
<b>State/Country:</b>	REPUBLIC OF KOREA										
<b>Postal Code:</b>	137-938										
<b>Name:</b>	Kia Motors Corporation										
<b>Street Address:</b>	231, Yangjae-dong, Seocho-gu										
<b>City:</b>	Seoul										
<b>State/Country:</b>	REPUBLIC OF KOREA										
<b>Postal Code:</b>	137-938										
<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>Application Number:</td> <td>12949428</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12949428						
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<b>CORRESPONDENCE DATA</b>											
Fax Number:	(617)227-4420										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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**CH \$40.00 12949428**

ATTORNEY DOCKET NUMBER:	87439(304781)
NAME OF SUBMITTER:	Peter F. Corless
Total Attachments: 6 source=87439_Assignment#page1.tif source=87439_Assignment#page2.tif source=87439_Assignment#page3.tif source=87439_Assignment#page4.tif source=87439_Assignment#page5.tif source=87439_Assignment#page6.tif	

## ASSIGNMENT BY INVENTORS

THIS ASSIGNMENT, made this 10<sup>th</sup> day of November, 2010 Chi Nam OH (hereinafter referred to as Assignors), residing at #321-1701, Cheongmyeong Maeul 3 Danji Samik Apt., Yeongtong 1-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-737, Korea; Tae Soo KIM (hereinafter referred to as Assignors), residing at #101-1104, Cheonggu Apt., Jamwon-dong, Seocho-gu, Seoul 137-030, Korea; Min Suk KIM (hereinafter referred to as Assignors), residing at #207-1703, GS Xi 2-Cha Apt., Sinbong-dong, Suji-gu, Yongin-si, Gyeonggi-do 207-1703, Korea; and Young Eon MA (hereinafter referred to as Assignors), residing at #6-202, Hyundai Motor Employee House, Yangjeong-dong, Buk-gu, Ulsan 683-754, Korea, respectively;

WHEREAS, Assignors have invented certain new and useful improvements in NAVIGATION SYSTEM FOR VEHICLE AND NAVIGATION SERVICE METHOD FOR THE SAME, set forth in a Patent application for Letters Patent of the United States, filed herewith OR already filed on 11/13/10 as U.S. Application No.

12/949428, and

WHEREAS, Hyundai Motor Company, a company organized under and pursuant to the laws of Republic of Korea, having its principal place of business at 231, Yangjae-dong, Seocho-gu, Seoul 137-938, Korea (hereinafter referred to as Assignee) and Kia Motors Corporation, a company organized under and pursuant to the laws of Republic of Korea, having its principal place of business at 231, Yangjae-dong, Seocho-gu, Seoul 137-938, Korea (hereinafter referred to as Assignee) are 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 good and sufficient consideration, the receipt of which is hereby acknowledged, Assignors have 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 Assignors, had this sale and assignment not been made.

**AND** for the same consideration, Assignors 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, Assignors are 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 Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

**AND** for the same consideration, Assignors hereby covenant and agree to and with Assignee, its successors, legal representatives and assigns, that Assignors 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 Assignors 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 Assignors 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 Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.


2010.11.10

Date




Chi Nam OH

2010. 11. 10  
Date

  
Tae Soo KIM

2010.11.10  
Date

  
Min Suk KIM

2010.11.10

Date



Young Eun MA

**Witness:**

2010.11.10

Date



Ye Jin KWON