

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|-------------------------------|----------------|
| Aaron William Joseph Atkinson | 01/10/2011 |
| Charles Christopher Garnett | 01/10/2011 |
| Rob Anthony McConnell | 01/10/2011 |

RECEIVING PARTY DATA

| | |
|-----------------|--|
| Name: | TOYOTA MOTOR ENGINEERING & MANUFACTURING NORTH AMERICA, INC. |
| Street Address: | 25 Atlantic Avenue |
| City: | Erlanger |
| State/Country: | KENTUCKY |
| Postal Code: | 41018 |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 13006348 |

CORRESPONDENCE DATA

Fax Number: (714)427-7799
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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 Email: lholstein@swlaw.com
 Correspondent Name: Ketan S. Vakil
 Address Line 1: 600 Anton Boulevard, Suite 1400
 Address Line 4: Cost Mesa, CALIFORNIA 92626

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|-------------------------|----------------|
| ATTORNEY DOCKET NUMBER: | 90181-6500 |
| NAME OF SUBMITTER: | Ketan S. Vakil |

Total Attachments: 3
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PATENT
REEL: 025640 FRAME: 0340

CH \$40.00 13006348

ASSIGNMENT

WHEREAS, ASSIGNORS, comprising the following named inventors: Aaron William Joseph Atkinson, Charles Christopher Garnett and Rob Anthony McConnell have invented, conceived, reduced to practice, inventions for a VEHICLE PERFORMANCE ENHANCING APPARATUS (hereinafter the "Invention"), for which United States Patent Application No. 13/006,348 was filed January 13, 2011 [Authorization is given hereby to insert the application serial number and filing date when it becomes available] (hereinafter the "Application"); and

WHEREAS, ASSIGNEE, Toyota Motor Engineering & Manufacturing North America, Inc., a Corporation organized under and pursuant to the laws of Kentucky having its principal place of business at 25 Atlantic Avenue, Erlanger, Kentucky 41018, is desirous of acquiring the entire right, title and interest in, to and under the Invention and the Applications and patents to be obtained thereon;

NOW, THEREFORE, in consideration of the payment by ASSIGNEE to ASSIGNORS the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration, ASSIGNORS do hereby sell, assign and transfer and set over to ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest, throughout the world, in the Invention and the Applications, and any other intellectual property rights in the Invention including, but not limited to, any patent rights, and any patent application(s), claiming priority thereto, that have been or may hereafter be filed;

ASSIGNORS hereby covenant that no assignment, sale, agreement, charge, or other encumbrance, has been, or will be, entered into which would conflict with this assignment;

ASSIGNORS do hereby covenant and agree to provide any tangible property embodying or describing the Invention, including, without limitation, all documents, drawings, prototypes, models, test results, designs, materials, computer programs and data, and the like, which, if not presently in the possession of ASSIGNEE will be delivered to ASSIGNEE immediately upon request;

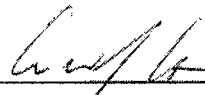
ASSIGNORS do hereby covenant and agree to do everything possible to aid ASSIGNEE, its successors, legal representatives and assigns to obtain and enforce proper patent protection for the Invention in all countries including assisting with the preparation of any application relating to the Invention;

ASSIGNORS do hereby covenant and agree not to contest the validity or enforceability of any intellectual property rights assigned herein, or to assist or request any third party to contest the validity or enforceability of any intellectual property rights assigned herein;

ASSIGNORS do hereby release and forever discharge ASSIGNEE from any and all claims, including but not limited to any debts, liabilities, damages and causes of action of whatsoever kind or nature relating to the Invention, whether or not known, suspected and unsuspected, including any and all previous agreements entered into, which now exist, or may have existed prior to the date of this assignment.

IN WITNESS WHEREOF, I have executed this instrument at TOYOTA ARIZONA, on the date indicated adjacent to my name.
PROVINCE GARDNER

Dated: 01-10-2011



Aaron William Joseph Atkinson

IN WITNESS WHEREOF, I have executed this instrument at _____, on the date indicated adjacent to my name.

Dated: _____

Charles Christopher Garnett

IN WITNESS WHEREOF, I have executed this instrument at _____, on the date indicated adjacent to my name.

Dated: _____

Rob Anthony McConnell

ASSIGNORS do hereby covenant and agree to do everything possible to aid ASSIGNEE, its successors, legal representatives and assigns to obtain and enforce proper patent protection for the Invention in all countries including assisting with the preparation of any application relating to the Invention;


ASSIGNORS do hereby covenant and agree not to contest the validity or enforceability of any intellectual property rights assigned herein, or to assist or request any third party to contest the validity or enforceability of any intellectual property rights assigned herein;

ASSIGNORS do hereby release and forever discharge ASSIGNEE from any and all claims, including but not limited to any debts, liabilities, damages and causes of action of whatsoever kind or nature relating to the Invention, whether or not known, suspected and unsuspected, including any and all previous agreements entered into, which now exist, or may have existed prior to the date of this assignment.

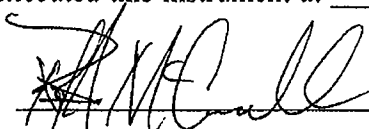
IN WITNESS WHEREOF, I have executed this instrument at _____, on the date indicated adjacent to my name.

Dated: _____
Aaron William Joseph Atkinson

IN WITNESS WHEREOF, I have executed this instrument at 11:45 AM, on the date indicated adjacent to my name.

Dated: 1/10/11 
Charles Christopher Garnett

IN WITNESS WHEREOF, I have executed this instrument at 11:50 AM, on the date indicated adjacent to my name.

Dated: 1/10/11 
Rob Anthony McConnell