

# PATENT ASSIGNMENT

Electronic Version v1.1

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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 style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Richard Powell</td> <td>01/11/2011</td> </tr> <tr> <td>Carl Pickering</td> <td>01/11/2011</td> </tr> <tr> <td>Peter Thomas</td> <td>01/11/2011</td> </tr> </tbody> </table>		Name	Execution Date	Richard Powell	01/11/2011	Carl Pickering	01/11/2011	Peter Thomas	01/11/2011		
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<b>RECEIVING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Name:</b></td> <td>Land Rover</td> </tr> <tr> <td><b>Street Address:</b></td> <td>Banbury Road</td> </tr> <tr> <td><b>City:</b></td> <td>Gaydon Warwickshire</td> </tr> <tr> <td><b>State/Country:</b></td> <td>UNITED KINGDOM</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>CV35 0RR</td> </tr> </table>		<b>Name:</b>	Land Rover	<b>Street Address:</b>	Banbury Road	<b>City:</b>	Gaydon Warwickshire	<b>State/Country:</b>	UNITED KINGDOM	<b>Postal Code:</b>	CV35 0RR
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<b>PROPERTY NUMBERS Total: 1</b>											
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<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (248)594-0610</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 248-594-0600</p> <p>Email: patentmail@raderfishman.com</p> <p>Correspondent Name: RADER, FISHMAN &amp; GRAUER PLLC</p> <p>Address Line 1: 39533 WOODWARD AVENUE</p> <p>Address Line 2: SUITE 140</p> <p>Address Line 4: BLOOMFIELD HILLS, MICHIGAN 48304-0610</p>											
<b>ATTORNEY DOCKET NUMBER:</b>	67184-0005										
<b>NAME OF SUBMITTER:</b>	Michael B. Stewart										
<p>Total Attachments: 6</p> <p>source=R0842593#page1.tif</p>											

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**PATENT**  
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## **ASSIGNMENT BY INVENTORS**

**THIS ASSIGNMENT**, made on the dates indicated below, by Richard Powell; Carl Pickering; and Peter Thomas (hereinafter referred to as Assignors), residing at 41, Sunningdale Avenue, Kenilworth, WARWICKSHIRE, CV8 2BY, UNITED KINGDOM; 20 Jackson Grove, Kenilworth, WARWICKSHIRE, CV8 2T9, UNITED KINGDOM; and Avalon, main Street, Cotesbach, LEICESTERSHIRE, LE17 4HZ, UNITED KINGDOM, respectively;

**WHEREAS**, Assignors have invented certain new and useful improvements in A METHOD FOR PROVIDING INFORMATION TO A USER OF A MOTOR VEHICLE, set forth in a Patent application for which an International Application was filed on May 1, 2009, PCT/IB2009/051788, designating the United States; and

**WHEREAS**, Land Rover, having its principal place of business at Banbury Road, Gaydon Warwickshire CV35 0RR, UNITED KINGDOM (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, 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 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 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.

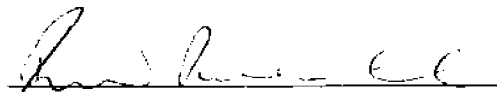
**AND** Assignors hereby grant the following individuals the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document:

RADER, FISHMAN & GRAUER PLLC

All practitioners at Customer Number 10291

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

11 / 01 / 11  
Date

  
Richard Powell

**Witness:**

11 January 2011  
Date



**Witness:**

11 January 2011



11.1.11.  
Date

Carl Pickering  
Carl Pickering

**Witness:**

11/01/2011  
Date

Judy no. Kijilupa

**Witness:**

11 January.

Judy.

11 Jan 2011  
Date

P. Thomas  
Peter Thomas

**Witness:**

11 Jan 2011  
Date

Justin Lee

**Witness:**

11<sup>th</sup> January 2011

Justin Lee