

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>
Fan Bai	04/21/2011
Donald K. Grimm	04/28/2011
Timothy J. Talty	04/28/2011
<b>RECEIVING PARTY DATA</b>	
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<b>City:</b>	Detroit
<b>State/Country:</b>	MICHIGAN
<b>Postal Code:</b>	48265-3000
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	13101256
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<b>ATTORNEY DOCKET NUMBER:</b>	P014937(17924)
<b>NAME OF SUBMITTER:</b>	Renee D. East
<b>Total Attachments: 1</b> source=Assignment_P014937#page1.tif	

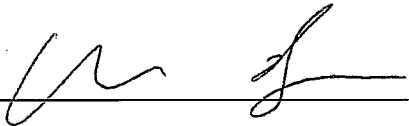
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**ASSIGNMENT**

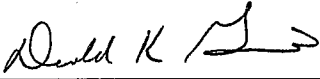
Pursuant to an agreement with my employer, I formally assign to GM GLOBAL TECHNOLOGY OPERATIONS LLC, the entire right, title and interest, in all countries and application types, in the improvements set forth in the United States patent application P014937-RD-MJL entitled

**METHOD AND APPARATUS FOR MULTIMEDIA CONTENT PROMOTION IN VEHICULAR WIRELESS NETWORKS**


for which I executed a declaration dated as indicated below. If the patent application has been filed, I authorize attorney FRANK L. LOLLO to insert the application number and filing date of said application here in parentheses (13/101256 filed May 5, 2011) when known.

Inventor's signature  Date 6/21/11

Full name : FAN BAI Declaration dated :  
Residence : ANN ARBOR, MICHIGAN \_\_\_\_\_

Inventor's signature  Date 4/28/2011

Full name : DONALD K. GRIMM Declaration dated :  
Residence : UTICA, MICHIGAN 4/28/2011

Inventor's signature  Date 4/28/2011

Full name : TIMOTHY J. TALTY Declaration dated :  
Residence : BEVERLY HILLS, MICHIGAN \_\_\_\_\_