PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	

CONVEYING PARTY DATA

Name	Execution Date
Hoyoung LEE	10/04/2011

RECEIVING PARTY DATA

Name:	Hyundai Motor Company		
Street Address:	231, Yangae-Dong, Seocho-Ku		
City:	Seoul		
State/Country:	REPUBLIC OF KOREA		

Name:	Kia Motors Corporation		
Street Address:	231, Yangae-Dong, Seocho-Ku		
City:	Seoul		
State/Country:	REPUBLIC OF KOREA		

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13287835

CORRESPONDENCE DATA

Fax Number: (415)442-1001 Phone: 4154421000

Email: proidmaier@morganlewis.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US

Mail.

Correspondent Name: MORGAN, LEWIS & BOCKIUS LLP (SF)
Address Line 1: One Market, Spear Street Tower, Suite 28
Address Line 4: San Francisco, CALIFORNIA 94105

ATTORNEY DOCKET NUMBER: 060945-5375-US

NAME OF SUBMITTER: Peter F. Roidmaier

Total Attachments: 2

source=060945-5375-US-ASSIGN#page1.tif source=060945-5375-US-ASSIGN#page2.tif

PATENT REEL: 027165 FRAME: 0001 13287835

H \$40.00

ASSIGNMENT (Sole Inventor)

WHEREAS, the undersigned, Hoyoung LEE, resident of 1822-703, Bandal Maeul Sunkyung

Apt., 397, Sang-dong, Wonmi-gu, Bucheon-si, Gyeonggi-do, 420-030, Republic of
Korea,
(hereinafter termed "Inventor"), has invented certain new and useful improvements in
WHEREAS, (1) HYUNDAI MOTOR COMPANY, a corporation of Republic of Korea, having a place of business at 231, Yangae-Dong, Seocho-Ku, Seoul, Republic of Korea, and Kia Motors Corporation, a corporation of Republic of Korea, having a place of business at 231, Yangae-Dong, Seocho-Ku, Seoul, Republic of Korea, (hereinafter termed "Assignee(s)"), are desirous of acquiring the entire right, title and interest in and to said application and the invention desclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered by said Inventor (all collectively hereinafter termed "said invention"), and in and to any and all patents, inventor's certificates and other forms of protection (hereinafter termed "patents") thereon granted in the United States and foreign countries.
NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Inventor to have been received in full from said Assignee(s):
1. Said Inventor does hereby sell, assign, transfer and convey unto said Assignee(s), the entire right, title and interest (a) in and to said application and said invention; (b) in and to all rights to apply for foreign patents on said invention pursuant to the International Convention for the Protection of Industrial Property or otherwise; (c) in and to any and all applications filed and any and all patents granted on said invention in the United States or any foreign country, including each and every application filed and each and every patent granted on any application which is a division, substitution, or continuation of any of said applications; and (d) in and to each and every reissue or extensions of any of said patents.
2. Said Inventor does hereby covenant and agree to cooperate with said Assignee(s) to enable said Assignee(s) to enjoy to the fullest extent the right title and interest herein conveyed in the United States and foreign countries. Such cooperation by said Inventor shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, expecifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee(s) (a) for perfecting in said Assignee(s) the right, title and interest herein conveyed; (b) for prosecuting any of said applications; (c) for filling and prosecuting substitute, divisional, continuing or additional applications covering said invention; (d) for filling and prosecuting applications for reissuance of any said patents; (e) for interference or other priority proceedings involving said invention; and (f) for legal proceedings involving said invention and any applications therefor and any patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventor in providing such cooperation shall be paid for by said Assignee(s).
3. The terms and covenants of this assignment shall inure to the benefit of said Assignee(s), its successors, assigns and other legal representatives, and shall be binding upon said Inventor, his or her respective heirs, legal representatives and assigns.
4. Said Inventor does hereby warrant and represent that he or she has not entered and will not enter into any assignment, contract, or understanding in conflict herewith.
IN WITNESS WHEREOF, the said Inventor has executed and delivered this instrument to said Assignee(s) as follows:
(1) Hoyoung LEE
Date: 2011 10, 4

DB1/63677979.1

PATENT					Attorney I	Oocket No. 060945-	5375-US
	State of	······································			•		
	County of)	SS,				
	On			v(ies), and that by his/her			
				WITNESS my hand and official	seal.		
				Notary Public		1/1/	

DB1/63677979.1

PATENT REEL: 027165 FRAME: 0003

RECORDED: 11/02/2011