

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Phillip Tseng</td> <td>08/30/2012</td> </tr> <tr> <td>William Brian Lathrop</td> <td>08/29/2012</td> </tr> <tr> <td>Jo Ann Sison</td> <td>08/29/2012</td> </tr> <tr> <td>Crystal Juarez</td> <td>08/30/2012</td> </tr> </tbody> </table>		Name	Execution Date	Phillip Tseng	08/30/2012	William Brian Lathrop	08/29/2012	Jo Ann Sison	08/29/2012	Crystal Juarez	08/30/2012
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Phillip Tseng	08/30/2012										
William Brian Lathrop	08/29/2012										
Jo Ann Sison	08/29/2012										
Crystal Juarez	08/30/2012										
RECEIVING PARTY DATA											
Name:	Volkswagen AG										
Street Address:	.										
City:	Wolfsburg										
State/Country:	GERMANY										
Postal Code:	38436										
Name:	Audi AG										
Street Address:	.										
City:	Ingolstadt										
State/Country:	GERMANY										
Postal Code:	85045										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13547715</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13547715						
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Application Number:	13547715										
CORRESPONDENCE DATA											
Fax Number:	2124255288										
Phone:	212-425-7200										
Email:	jhardy@kenyon.com										
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>											
Correspondent Name:	Clifford A. Ulrich										

OP \$40.00 13547715

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Address Line 2: Kenyon & Kenyon LLP
Address Line 4: New York, NEW YORK 10004

ATTORNEY DOCKET NUMBER: 14620/48102

NAME OF SUBMITTER: Clifford A. Ulrich

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[14620/48102]

ASSIGNMENT

WHEREAS, we,

Phillip TSENG
~~10801 Gascoigne Drive~~
~~Superior, California 95014~~
Citizenship: United States of America

11F, No. 3, Sec. 1, Xinhai Rd., Zhongzheng Dist.,
Taipei City 10089, Taiwan (R.O.C.)
Republic of China (Taiwan)

William Brian LATHROP
1657 Charleston Drive
San Jose, California 95130
Citizenship: United States of America

Jo Ann SISON
1322 Virginia Avenue
Redwood City, California 94061
Citizenship: United States of America

and

Crystal JUAREZ
3163 Mt. Vista Drive
San Jose, California 95127
Citizenship: United States of America

have made certain inventions and discoveries in a NAVIGATION METHODS AND DEVICES USING USER-SPECIFIC LANDMARK TYPES, for which a patent application was filed in the United States Patent and Trademark Office on July 12, 2012 as U.S. Patent Application Serial No. 13/547,715; and

WHEREAS VOLKSWAGEN AG, having a place of business at 38436 Wolfsburg, Federal Republic of Germany, and AUDI AG, having a place of business at 85045 Ingolstadt, Federal Republic of Germany, and who, together with their successors and assigns, is hereinafter called "Assignees," are desirous of acquiring the title, rights, benefits, and privileges hereinafter recited,

NOW, THEREFORE, for valuable consideration furnished by Assignees to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservations:

1. Assign, transfer, and convey to Assignees the entire right, title, and interest in and to said inventions and discoveries, said provisional application, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discoveries, including all divisional, renewal, substitute, and continuation applications based in whole or in part upon said inventions or discoveries, or upon said applications, and any and all Letters Patent, reissues, and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications, and said Letters Patent.

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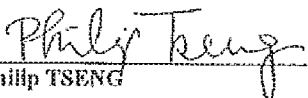
2. Authorize Assignees to file patent applications in any or all countries for any or all of said inventions and discoveries in our names or in the name of Assignees or otherwise as Assignees may deem advisable, under an International Convention or otherwise.

3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignees, as assignees of the entire right, title, and interest therein or otherwise as Assignees may direct.

4. Warrant that we have not conveyed to others any right, title, or interest in said inventions, discoveries, applications, or patents or any license to use the same or to make, use, or sell anything embodying or utilizing any of said inventions or discoveries; that we have good right to assign the same to Assignees without encumbrance; and that we are aware of no claim to the contrary.

5. Bind our heirs, legal representatives, and assigns, as well as ourselves, to do, upon Assignees' request and at Assignees' expense, but without additional consideration to us or them, all acts reasonably serving to assure that said inventions and discoveries, said patent applications, and said Letters Patent shall be held and enjoyed by Assignees as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives, and assigns if this assignment had not been made; and particularly to execute and deliver to Assignees all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignees; to communicate to Assignees all facts known to us relating to said inventions and discoveries or the history thereof; to furnish Assignees with any and all documents, photographs, models, samples, and other physical exhibits in our control or in the control of our heirs, legal representatives, or assigns which may be useful for establishing the facts of our conception, disclosure, and reduction to practice of said inventions and discoveries; and to testify to the same in any interference, arbitration, or litigation.

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal this 30 day
of August, 2012.


Philip TSENG

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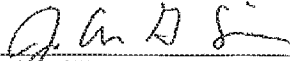
3

PATENT
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IN TESTIMONY WHEREOF, I have hereunto set my hand and seal this 29 day
of August, 2012.

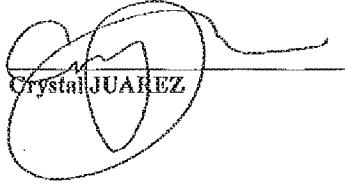

William Brian KATHROP

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal this 29 day
of August, 2012.



John SISON

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal this 30 day
of August, 2012.


Crystal JUAREZ

NY012401444

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