

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>Guy RAZ</td> <td>03/28/2012</td> </tr> <tr> <td>Eli TZIRKEL-HANCOCK</td> <td>03/28/2012</td> </tr> </tbody> </table>		Name	Execution Date	Guy RAZ	03/28/2012	Eli TZIRKEL-HANCOCK	03/28/2012
Name	Execution Date						
Guy RAZ	03/28/2012						
Eli TZIRKEL-HANCOCK	03/28/2012						
RECEIVING PARTY DATA							
Name:	GM GLOBAL TECHNOLOGY OPERATIONS LLC						
Street Address:	300 Renaissance Center						
Internal Address:	Mail Code 482-C23-B21						
City:	Detroit						
State/Country:	MICHIGAN						
Postal Code:	48265-3000						
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>13432881</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13432881		
Property Type	Number						
Application Number:	13432881						
CORRESPONDENCE DATA							
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ATTORNEY DOCKET NUMBER:	P015601-RD-SDJ-P-75829-US						
NAME OF SUBMITTER:	Mark S. Cohen						
Total Attachments: 1 source=Assignment P015601#page1.tif							

CH \$40.00 13432881

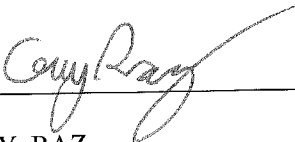
PATENT

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 P015601-RD-SDJ/P-75829-US entitled

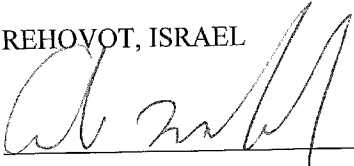
DIRECTIONAL HORN AND METHOD OF USE

for which I executed a declaration. If the patent application has been filed, I authorize any practitioner associated with Customer No. 11214 to insert the application number and filing date of said application here in parentheses (13/432,881 filed March 28, 2012) when known.

Inventor's signature  Date 28/3/12

Full name : GUY RAZ

Residence : REHOVOT, ISRAEL

Inventor's signature  Date 28/3/12

Full name : ELI TZIRKEL-HANCOCK

Residence : RA'ANANA, ISRAEL