

PATENT ASSIGNMENT COVER SHEET

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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>JOSEPH D CHANG</td> <td>12/03/2013</td> </tr> <tr> <td>BYEONG WOOK JEON</td> <td>12/03/2013</td> </tr> <tr> <td>DONG HOON JEONG</td> <td>12/03/2013</td> </tr> </tbody> </table>		Name	Execution Date	JOSEPH D CHANG	12/03/2013	BYEONG WOOK JEON	12/03/2013	DONG HOON JEONG	12/03/2013
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CORRESPONDENCE DATA									
Fax Number:	(415)442-1001								
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<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>									
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Address Line 4:	SAN FRANCISCO, CALIFORNIA 94105								
ATTORNEY DOCKET NUMBER:	060944-6094-US								

CH \$40.00 14104553

NAME OF SUBMITTER:	LINDA LIM
Signature:	/Linda Lim/
Date:	12/12/2013
Total Attachments: 2 source=060944_6094_US_Assignment#page1.tif source=060944_6094_US_Assignment#page2.tif	

PATENT

Application No.
Attorney Docket No. 060944-6094-US

ASSIGNMENT
(Joint Inventors)

WHEREAS, the undersigned, (1) CHANG, JOSEPH D., resident of 205-702, Samsung Cherevil Apt., Mabuk-dong, Gibeung-gu, Yongin-si, Gyeonggi-do, Korea,
(2) JEON, RYONG WOOK, resident of 109-401 Lotte Castle Premier Apt., Samsung-dong, Gangnam-gu, Seoul, Korea,
(3) JEONG, DONG HOON, resident of 603-204, Geumam Humansia Dession 6-danji Apt., Geumam-dong, Osan-si, Gyeonggi-do, Korea,
(hereinafter termed "Inventor"), respectively, have invented certain new and useful improvements in **SYSTEM AND METHOD OF CONTROLLING STARTING OF VEHICLE** and executed therefore an application for Letters Patent of the United States and

■ having an oath or declaration executed on even date herewith.
I I bearing U.S. Patent Application No. _____ and filed on _____.

WHEREAS, HYUNDAI MOTOR COMPANY, a corporation of the State of Republic of Korea, having a place of business at 12, Heolleung-ro, Seocho-gu, Seoul, Republic of Korea; KIA MOTORS CORPORATION, a corporation of the State of Republic of Korea, having a place of business at 12, Heolleung-ro, Seocho-gu, Seoul, Republic of Korea (hereinafter termed "Assignee"), are desirous of acquiring the entire right, title and interest in and to said application and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered jointly or severally 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:

1. Said Inventor do hereby sell, assign, transfer and convey unto said Assignee, 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 do hereby jointly and severally covenant and agree to cooperate with said Assignee to enable said Assignee 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, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any of said applications; (c) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (d) for filing 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.

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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.

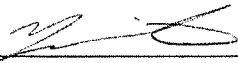
3. The terms and covenants of this assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventor, their respective heirs, legal representatives and assigns.

4. Said Inventor do hereby jointly and severally warrant and represent that they have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

IN WITNESS WHEREOF, the said Inventor have executed and delivered this instrument to said Assignee as follows:

(1) CHANG, JOSEPH D

Date: Dec 03, 2013



(2) JEON, BYEONG WOOK

Date: Dec 03, 2013



(3) JEONG, DONG HOON

Date: 3 Dec 2013

