

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2689252

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MIKE SHERGOLD	01/07/2014
RECEIVING PARTY DATA	
Name:	JAGUAR LAND ROVER LIMITED
Street Address:	ABBEY ROAD
Internal Address:	WHITLEY
City:	COVENTRY
State/Country:	UNITED KINGDOM
Postal Code:	CV3 4LF
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14127776
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>	
Correspondent Name:	GWEN R. BAILEY/MBSS
Address Line 1:	PO BOX 37428
Address Line 4:	RALEIGH, NORTH CAROLINA 27627
ATTORNEY DOCKET NUMBER:	1246-2TS
NAME OF SUBMITTER:	GWEN R. BAILEY
Signature:	/grb/
Date:	01/20/2014
Total Attachments: 3 source=1246-2TS_Assignment#page1.tif source=1246-2TS_Assignment#page2.tif source=1246-2TS_Assignment#page3.tif	

ASSIGNMENT

THIS ASSIGNMENT, made by me, Mike Shergold, residing in Coventry, Warwickshire, Great Britain;

WITNESSETH: That,

WHEREAS, I am the sole inventor of certain new and useful improvements in "APPARATUS AND METHOD FOR EMBEDDING AN ELEMENT," for which U.S. Patent Application No. 14/127,776, was filed on December 19, 2013 in the United States Patent and Trademark Office; and

WHEREAS, **Jaguar Land Rover Limited**, an England corporation having a principal place of business at Abbey Road, Whitley, Coventry CV3 4LF, Great Britain, hereinafter referred to as Assignee, is desirous of acquiring the entire right, title and interest in and to said invention as described in said patent application, and in and to any and all Letters Patent which shall be granted therefor in the United States of America and all foreign countries;

NOW, THEREFORE, To Whom It May Concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I have sold and by these presents do hereby sell, assign, transfer, and convey unto the said Assignee, its successors and assigns, the entire right, title, and interest in and to the said invention and patent application, and in and to any and all continuations, continuations-in-part, or divisions thereof, and in and to any and all Letters Patent of the United States of America and all foreign countries or reissues or other forms of protection thereof which may be granted therefor or thereon, for the full end of the term for which said Letters Patent may be granted along with any term extensions thereon or therefor, together with the right to claim the priority of said patent application in all foreign countries in accordance with the International Convention, the same to be held and enjoyed by said Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by me if this assignment and sale had not been made.

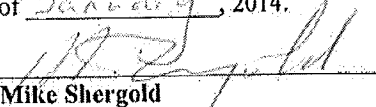
I hereby request that said Letters Patent be issued in accordance with this assignment.

I further covenant and agree that, at the time of the execution and delivery of these presents, I possess full title to the invention and patent application above-mentioned, and that I have the unencumbered right and authority to make this assignment.

I further covenant and agree to communicate to said Assignee or its representatives any facts known to me relating to said invention, to testify in any interference or legal

proceedings involving said invention, to execute any additional papers which may be requested to confirm the right of the Assignee, its representatives, successors, or assigns to secure patent or similar protection for the said invention in all countries and to vest in the Assignee complete title to the said invention and Letters Patent, without further compensation, but at the expense of said Assignee, its successors, assigns, and other legal representatives; and I hereby instruct, and further covenant and agree to bind my heirs, legal representatives, and assigns, to do same, without further compensation, but at the expense of said Assignee or its representatives.

IN WITNESS WHEREOF, I have hereunto set my hands and seal on this 7 day of January, 2014.

 (SEAL)
Mike Shergold

WHEREBY JAGUAR LAND ROVER LIMITED acknowledges and accepts the assignment;

IN WITNESS WHEREOF, I have hereunto set my hand and seal on this 10 day of January, 2014. The undersigned warrants and represents that he/she has the authority to sign this Assignment on behalf of the Assignee, JAGUAR LAND ROVER LIMITED.

By: MAA (SEAL)

Printed name: MATTHEW HODGES

Title: CHIEF PATENT COUNSEL