502802430 05/09/2014

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
JOSEPH GORMLEY	03/10/2014

RECEIVING PARTY DATA

Name:	JOSEPH GORMLEY AS TRUSTEE UNDER THE JOSEPH GORMLEY TRUST DATED AUGUST 16, 2010
Street Address:	16839 GOLFVIEW DRIVE
City:	LIVONIA
State/Country:	MICHIGAN
Postal Code:	48154

PROPERTY NUMBERS Total: 1

Property Type	Number
Patent Number:	8694328

CORRESPONDENCE DATA

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US Mail.

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Correspondent Name: THOMAS E. LEES, LLC

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ATTORNEY DOCKET NUMBER:	GOR 003 PA
NAME OF SUBMITTER:	THOMAS E. LEES
SIGNATURE:	/Thomas E. Lees/
DATE SIGNED:	05/09/2014

Total Attachments: 2

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PATENT 502802430 REEL: 032858 FRAME: 0946

ASSIGNMENT

WHEREAS I, JOSEPH GORMLEY, of Livonia, and State of Michigan, have made certain inventions in VEHICLE CUSTOMIZATION AND PERSONALIZATION ACTIVITIES, for which an application for a United States Patent was executed concurrently herewith or was filed having:

Serial Number: 11/956,073

Filing Date: December 13, 2007

WHEREAS, JOSEPH GORMLEY as Trustee under the JOSEPH GORMLEY TRUST DATED AUGUST 16, 2010, having a place of residence at 16839 Golfview Drive, Livonia, MI 48154, herein called "ASSIGNEE", is desirous of acquiring my entire right, title, and interest in said invention and application therefor, and in any patent or patents to be obtained therefor;

NOW, THEREFORE, To All Whom It May Concern, be it known that, for and in consideration of the sum of One Dollar (\$1.00), and other good and valuable considerations, the receipt of which is hereby acknowledged, I have sold, assigned, and transferred, and by these presents do sell, assign, and transfer unto the said Assignee, my entire right, title, and interest in and to the invention shown, described, or claimed therein, and the full and exclusive right and title to the said application executed by me, preparatory to obtaining Letters Patent of the United States therefor; and in and to any extensions, reissues, divisions, or renewals thereof; and I do hereby authorize and request the Commissioner of Patents or other proper Officer, to issue such Letters Patent, or any of them, to the said Assignee, as the assignee of my entire right, title, and interest in and to the same for the sole use and behoof of the said Assignee, and its successors or assigns.

And I further covenant and agree that I will, at the request and expense of the said Assignee, execute such other and further assurances of title as may be necessary or proper to fully convey the interest herein sought to be conveyed; that I will, at the request and expense of the said Assignee, execute such application papers as may be desired by the said Assignee for the filing of any division or renewal of the application herein conveyed, or for the reissues or extensions of any Letters Patent that may be granted upon said application, and will execute such Supplemental Oaths and Preliminary Statements, or other papers as desired by the said Assignee.

And I further assign unto the said Assignee my whole right, title, and interest to the invention disclosed in the application throughout all countries foreign to the United States, and do hereby authorize the said Assignee to apply for patents therefor in its own name in countries where such procedure is proper and to claim the benefit of the International Convention and do agree to

ASSIGNMENT

execute applications for the said invention in the several countries where it is necessary that the same be executed by the inventors, and to execute assignments of such applications and the patents to be obtained therefor to the said assignee, as well as all other necessary papers.

STATE OF MICHIGAN
) SS:
COUNTY OF WAYNG
)

On this 10-4 day of MARCH, 2014, 2010, before me personally appeared JOSEPH GORMLEY to me known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth.

NOTARY PUBLIC CHARLES ELOVE TR.
Lucy no Co., MI acrony in Wayne Co.
My Compussion expires Abril2017