

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
IA, INC.	01/04/2016
RECEIVING PARTY DATA	
Name:	HYUNDAI AUTRON CO., LTD.
Street Address:	(MTEK IT TOWER, SAMPYEONG-DONG) 3-5F., 344, PANGYO-RO, BUNDANG-GU, GYEONGGI-DO
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	7133447
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
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NAME OF SUBMITTER:	JENNY KUH
SIGNATURE:	/Jenny Kuh/
DATE SIGNED:	02/17/2016
Total Attachments: 2	
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ASSIGNMENT AND AGREEMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, **iA, Inc.**, a corporation of the Republic of Korea, having its principal office in 5-23, Songpa-daero 22-gil, Songpa-gu, Seoul, Republic of Korea, has sold, assigned and transferred, and does hereby sell, assign and transfer, unto **HYUNDAI AUTRON CO., LTD.**, a corporation of the Republic of Korea, having its principal office in (Mtek IT Tower, Sampyeong-dong) 3-5F., 344, Pangyo-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, 13493, Republic of Korea, and its successors, assigns, and legal representatives, the entire right, title and interest for the United States of America in and to certain inventions relating to improvements in **U.S. Patent No. 7,133,447 (Application No. 11/138,036, filed May 26, 2005), MOTION ESTIMATION METHOD USING ADAPTIVE MODE DECISION**, described, illustrated and claimed in an application for Letters Patent of the United States of America executed by **iA, Inc.** on the dates indicated by the signature below, together with the entire right, title and interest in and to the application, and in and to Letters Patent which may be issued upon the application, and upon any division, extension, continuation or reissue thereof.

iA, Inc. hereby also sells, assigns and transfers unto **HYUNDAI AUTRON CO., LTD.**, the entire right, title and interest in and to the invention and in and to Letters Patent therefore in all countries foreign to the United States of America, including all rights under any and all international conventions and treaties in respect of the invention and the applications for Letters Patent in foreign countries.

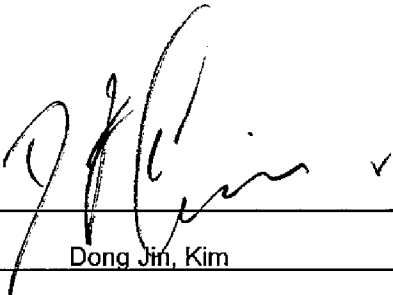
iA, Inc. hereby authorizes and requests the Commissioner of Patents of the United States of America to issue Letters Patent upon the aforesaid application, division, extension, continuation or reissue, to **HYUNDAI AUTRON CO., LTD.**, for the sole use and benefit of **HYUNDAI AUTRON CO., LTD.**, its successors, assigns and legal representatives, to the full end of the term for which Letters Patent may be granted, the same as they would have been held and enjoyed by **iA, Inc.** had this assignment not been made, and **iA, Inc.** hereby authorizes and requests the equivalent authorities in foreign countries to issue the patents of their respective countries to **HYUNDAI AUTRON CO., LTD.**

iA, Inc. agrees that, when requested, **iA, Inc.** will, without charge to **HYUNDAI AUTRON CO., LTD.**, but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing and maintaining patents for the inventions in any and all countries

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and for vesting title thereto in **HYUNDAI AUTRON CO., LTD.**, its successors, assigns and legal representatives or nominees.

iA, Inc. covenants with **HYUNDAI AUTRON CO., LTD.**, its successors, assigns and legal representatives, that the interest and property hereby conveyed is free from all prior assignment, grant, mortgage, license or other encumbrance.

Signature:  _____ Date: January 4, 2016

Print Name: Dong Jin, Kim

Title: CEO

Company: iA, Inc.