

<b>PATENT ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3748405

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JAMES KELLY	02/15/2016
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	JAGUAR LAND ROVER LIMITED
<b>Street Address:</b>	ABBEEY ROAD,
<b>Internal Address:</b>	WHITLEY, COVENTRY
<b>City:</b>	WARWICKSHIRE
<b>State/Country:</b>	GREAT BRITAIN
<b>Postal Code:</b>	CV3 4LF
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14910696
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(248)689-4071
<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>	
<b>Phone:</b>	248-689-3500
<b>Email:</b>	tack@reising.com
<b>Correspondent Name:</b>	JAMES D. STEVENS REISING ETHINGTON P.C.
<b>Address Line 1:</b>	P.O. BOX 4390
<b>Address Line 4:</b>	TROY, MICHIGAN 48099
<b>ATTORNEY DOCKET NUMBER:</b>	8189-3168-1
<b>NAME OF SUBMITTER:</b>	PAULA TACK
<b>SIGNATURE:</b>	/paula tack/
<b>DATE SIGNED:</b>	02/21/2016
<b>Total Attachments: 1</b>	
source=Assignment-signed#page1.tif	

ASSIGNMENT

For the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we,

James KELLY, residing at Solihull West Midlands B93 8TG United Kingdom

[Full Name of Assignor #1]

[Residence Address]

, residing at

[Full Name of Assignor #2]

[Residence Address]

, residing at

[Full Name of Assignor #3]

[Residence Address]

, residing at

[Full Name of Assignor #4]

[Residence Address]

do hereby assign, sell and set over to:

JAGUAR LAND ROVER LIMITED

[Full Legal Name of Assignee]

, located at

Abbey Road, Whitley, Coventry, Warwickshire, GB CV3 4LF

[Assignee's Address]

(hereinafter referred to as Assignee), its successors, assigns or other legal representatives, the entire right, title and interest, domestic and foreign, in and to the inventions and discoveries set forth in the application for United States Letters patent, entitled:

VEHICLE SPEED CONTROL SYSTEM AND METHOD

[Patent Application Title]

which can be identified in the United States Patent and Trademark Office as:

U.S. Serial No. 14/910,696, filed February 6, 2016,

including the right of said Assignee, its successors, assigns or other legal representatives to make applications, including original, continuation, and divisional applications, and to receive Letters Patent for said inventions and discoveries in the United States and in any and all foreign countries in its own name or names, or in our name, at its election, and we hereby assign, sell and set over to said Assignee, its successors, assigns or other legal representatives, all rights of priority in and to said inventions and discoveries in all countries. We hereby authorize Assignee to insert the Serial Number and Filing Date in the spaces provided above.

We hereby agree for ourselves, our heirs, successors, assigns or other legal representatives to execute any and all papers, including applications for Letters Patent of any and all kinds and in any and all countries and to perform any and all acts which said Assignee, its successors, assigns or other legal representatives may deem necessary to secure thereto the rights herein assigned, sold and set over. And we hereby represent and warrant that we have not granted any rights inconsistent with the rights granted herein.

Date: 15.2.2016

[Signature of James KELLY]

James KELLY

This form should be notarized or otherwise legalized in the space below.

[Notarization/Signature Space]

[Additional Signature Lines]

Return to James D. Stevens at Reising Ethington P.C., PO Box 4390, Troy, Michigan USA 48099-4390