506953843 11/01/2021

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT7000681

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	

CONVEYING PARTY DATA

Name	Execution Date
TAE-HYUNG KIM	09/03/2021
CHAN-JOO MOON	09/03/2021
GEUN-HYUNG NAM	09/03/2021

RECEIVING PARTY DATA

Name:	HYUNDAI MOTOR COMPANY		
Street Address:	12, HEOLLEUNG-RO, SEOCHO-GU		
City:	SEOUL		
State/Country:	KOREA, REPUBLIC OF		
Postal Code:	Code: 06797		
Name:	KIA CORPORATION		
Street Address:	12, HEOLLEUNG-RO, SEOCHO-GU		
City:	SEOUL		
State/Country:	try: KOREA, REPUBLIC OF		
Postal Code:	Postal Code: 06797		

PROPERTY NUMBERS Total: 1

Property Type	Number	
Application Number:	17516353	

CORRESPONDENCE DATA

Fax Number: (415)442-1001

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.

Phone: 4154421000

Email: GERALDINE.RUIZ@MORGANLEWIS.COM

Correspondent Name: MORGAN, LEWIS & BOCKIUS LLP

Address Line 1: ONE MARKET, SPEAR STREET TOWER

Address Line 2: SUITE 2800

Address Line 4: SAN FRANCISCO, CALIFORNIA 94105

ATTORNEY DOCKET NUMBER: 060945-5705-US

NAME OF SUBMITTER: GERALDINE RUIZ

PATENT 506953843 REEL: 057985 FRAME: 0846

SIGNATURE:	/Geraldine Ruiz/		
DATE SIGNED:	11/01/2021		
Total Attachments: 3			
source=060945-5705-US-assign#page1.tif			
source=060945-5705-US-assign#page2.tif			

source=060945-5705-US-assign#page3.tif

PATENT REEL: 057985 FRAME: 0847

Application No.	
Attorney Docket No.	Blank

ASSIGNMENT (Joint Inventors)

WHEREAS, the undersigned, (1) KIM, Tac-Hyung, resident of

505-601, 16, Yeongseongjung-ro, Bupyeong-gu, Incheon 21321, Republic of Korea, and (2) MOON, Chan-Joo, resident of 1003-702, 286, 10yongsa-ro, Hwaseong-si, Gyeonggi-do 18418, Republic of Korea and (3) NAM, Genn-Hyung, resident of 101-3203, 55, Songdogwahak-ro 27beon-gil, Yeonsu-gu, Incheon 21982, Republic of Korea

(hereinafter termed "Inventors"), respectively, have invented certain new and useful improvements in

POP-UP FLOATING TYPE HOLOGRAM SYSTEM AND VEHICLE THEREOF

and executed therefore an application for Letters	s Patent of the United States and
---	-----------------------------------

having an oath or declaration executed on even date herewith.

bearing U.S. Patent Application No. _____ and filed on _____

WHEREAS,

- (1) HYUNDAI MOTOR COMPANY, a corporation of Republic of Korea, having a place of business at 12, Heolleung-ro, Seocho-gu, Seoul 06797, Republic of Korea,
- (2) Kia Corporation, a corporation of Republic of Korea, having a place of business at 12, Heolleung-ro, Seocho-gu, Seoul 06797, Republic of Korea

(hereinafter termed "Assignee"), is 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 Inventors (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 Inventors to have been received in full from said Assignee:

- 1. Said Inventors 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 Inventors 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 Inventors shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, specifications, dcclarations or other papers, and other

Page 1 of 3

DB1/63677996 1

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, infringement actions and court actions; provided, however, that the expense incurred by said Inventors 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 Inventors, their respective heirs, legal representatives and assigns.
- 4. Said Inventors 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 Inventors have executed and delivered this instrument to said Assignee as follows:

		(1)	[KIM, Tae-Hyung]	
Date:	September 03, 2021		KIM Tae Kynny	
State of) S5.			
On				
Natury Public				
		(2)	[MOON, Chan-Joo]	
Date:	September 03, 2021		MOEN Chan Joo	
) 88.			
whose name is	subscribed to the within instrument and acknowledged to me that he	e/she executed the san	ic, personally appeared	
		WITNESS m	ny kaond and rofficial seal.	
		Notary Publi	c	

Page 2 of 3

DB1/63677996.1

- 23		***	The 2	
-)-/-	23 .		- (

Application No. _____Attorney Docket No. Blank

(3) [NAM, Genn-Hyung]

Notary Public

Page 3 of 3

DB1/63677996.1