

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
C.R. Laurence Co., Inc.		03/27/2008	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hyundai Motor America		
<b>Street Address:</b>	10550 Talbert Avenue		
<b>City:</b>	Fountain Valley		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92728		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2243279	GENESIS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(914)723-4301		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	914-723-4300		
<b>Email:</b>	rduff@lsllp.com		
<b>Correspondent Name:</b>	Renee L. Duff		
<b>Address Line 1:</b>	Lackenbach Siegel LLP		
<b>Address Line 2:</b>	One Chase Road		
<b>Address Line 4:</b>	Scarsdale, NEW YORK 10583		
<b>ATTORNEY DOCKET NUMBER:</b>	HYUND. GENESIS #10547		
<b>NAME OF SUBMITTER:</b>	Renee L. Duff		
<b>Signature:</b>	/RLD/		
<b>Date:</b>	04/17/2008		

**CH \$40.00 2243279**

Total Attachments: 1  
source=Assignment of RN 2243279#page1.tif

**TRADEMARK ASSIGNMENT**

WHEREAS, C.R. Laurence Co., Inc., a California corporation, with offices at 2503 E. Vernon Avenue, Los Angeles, California 90058 ("Assignor"), is the owner of the mark GENESIS, which is the subject of United States Patent and Trademark Office Registration No. 2,243,279 (the "Mark");

WHEREAS, by this Trademark Assignment ("Assignment"), Assignor desires to quitclaim and transfer to Hyundai Motor America, a California corporation, with offices at 10550 Talbert Avenue, P.O. Box 20850, Fountain Valley, California 92728 ("Assignee"), its rights and interests in the Mark;

WHEREAS, Assignor and Assignee agree to enter into a license for the Mark as provided in the Trademark License Agreement, attached hereto and effective contemporaneously with the Assignment;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably assigns, transfers and conveys to Assignee:

All right, title and interest in and to the Mark (and all applications and registrations resulting therefrom and all renewals and extensions thereof), together with the goodwill of the business associated with or symbolized by the Mark, including all common law, statutory and other rights in the Mark, with the right to recover for damages and profits and all other remedies for past infringements thereof, to have and to hold for Assignee's own use and benefit and the benefit of Assignee's successors, assigns, or legal representatives.

Assignor hereby agrees to execute any documents and do any other acts as may be reasonably required to further effectuate the assignment of its respective interest in the Mark to Assignee. Assignor appoints Assignee as its attorney-in-fact, with full power of substitution and delegation, to execute any and all such documents and do any and all such other acts in order to effectuate the assignment set forth in this document, and to record the assignment with the U.S. Patent and Trademark Office or other relevant governmental authority.

IN WITNESS WHEREOF, Assignor has executed this Assignment effective as of MARCH 27, 2008.

C.R. LAURENCE CO., INC.

BY: 

NAME: EDWARD AVKIN

TITLE: VICE PRESIDENT OF FINANCE