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1. Name of conveying party(ies): Genoa Color Technologies Ltd. Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party(ies) Name: <u>Genoa Technologies Ltd.</u> Internal Address: Street Address: <u>P. O. Box 12209</u> <u>Herzliya 46733</u> <u>Israel</u> City: _____ State: _____ Zip: _____ Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____ Execution Date: <u>November 27, 2003; November 27, 2003</u>	

4. Application number(s) or patent number(s): If this document is being filed together with a new application, the execution date of the application is: _____ A. Patent Application No.(s) <u>10/297,672</u> B. Patent No.(s) Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
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5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>Eitan, Pearl, Latzer & Cohen Zedek, LLP.</u> Internal Address: Street Address: <u>10 Rockefeller Plaza</u> <u>Suite 1001</u> City: <u>New York</u> State: <u>NY</u> Zip: <u>10020</u>	6. Total number of applications and patents involved: <u>6</u> 7. Total fee (37 CFR 3.41).....\$ <u>40.00</u> <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account 8. Deposit account number: <u>05-0649</u> (Attach duplicate copy of this page if paying by deposit account)
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Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

ASSIGNMENT

In consideration of One Dollar (\$1.00), and other good and valuable considerations, the Receipt of which is hereby acknowledged, we the undersigned, Genoa Color Technologies Ltd., a Limited Company, located at Trident Chambers, P.O. Box 146, Road Town, Tortola, British Virgin Islands.

Hereby sell, assign and transfer to Genoa Technologies Ltd., a Limited Company, located at P.O.Box 12209, Herzliya 46733, Israel, its successors, assigns and legal representatives, the entire right, title and interest for all countries, in and to any and all inventions which are disclosed and claimed, and as possessed by the undersigned, any and all inventions which are disclosed but not claimed in the patents and patent applications listed in Appendix A, and in and to said patents and patent applications and all divisional, continuing, substitute, renewal, reissue, and all other patents and patent applications for U.S. Letters Patents or other related property rights in any and all foreign countries which have been or shall be filed on any of said inventions disclosed in said patents and patent applications; and in and to all original and reissued patents or related foreign documents which have been or shall be issued on said inventions;

Authorize and request the Commissioner of Patents of the United States or any Patent Office or Officer to issue to said Assignee, the company above named, its successors, assigns and legal representatives, in accordance with this assignment, any and all United States Letters Patents or any other Patent certificate on said inventions or any of them disclosed in said patent applications;

Agree that said Assignee may apply for and receive foreign Letters Patent or rights of any other kind for said inventions, or any of them; and may claim, in patents and patent applications for said foreign Letters Patent or other rights, the priority of the aforesaid United States patents and patent applications under the provisions of the International Convention of 1883 and later modifications thereof, under the Patent Cooperation Treaty, under the European Patent Convention or under any other available international agreement; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this assignment, the undersigned or the undersigned's executors or administrators will, for the United States and all foreign countries, execute all divisional, continuing, substitute, renewal, reissue, and all other patents and patent applications or other documents on any and all said inventions; execute all rightful oaths, assignments, powers of

attorney and other papers; communicate to said Assignee, its successors, assigns and representatives, all facts known and documents available to the undersigned relating to said inventions and the history thereof; testify in all legal proceedings; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said inventions and for vesting title to said inventions and all applications for patents or related foreign rights and all patents on said inventions, in said Assignee, its successors, assigns and legal representatives; and

COVENANT with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Executed by: [Assignor's name] [Signature]

[Name]

[Position]

ILAN BEN DAVID

CEO

Witness: Moshe Ben Chorin [Signature]

Moshe Ben Chorin [Name]

34 YAKOV ST., Rehovot, ISRAEL [Address]

27 November 2003 [Date]

[day / month / year]

GENOA COLOR
TECHNOLOGIES
LIMITED

Executed by: [Assignee's name] [Signature]

[Name]

[Position]

ILAN BEN DAVID

CEO

Witness: Moshe Ben Chorin [Signature]

Moshe Ben Chorin [Name]

34 YAKOV ST., Rehovot, ISRAEL [Address]

27 November 2003 [Date]

[day / month / year]

GENOA TECHNOLOGIES LTD.
P.C. 51-3023762

APPENDIX A

1. US Patent Application Serial No. 10/297,672, filed 09-Dec-02, entitled "DEVICE, SYSTEM AND METHOD FOR ELECTRONIC TRUE COLOR DISPLAY";
2. China Patent Application Serial No. 01813497.1, filed 07-June-01, published 24-Sep-03 as publication number CN1444757A, entitled "DEVICE, SYSTEM AND METHOD FOR ELECTRONIC TRUE COLOR DISPLAY";
3. Israel Patent Application Serial No. 153292, filed 07-June-01, entitled "DEVICE, SYSTEM AND METHOD FOR ELECTRONIC TRUE COLOR DISPLAY";
4. Japan Patent Application Serial No. 2002-502961, filed 07-June-01, entitled "DEVICE, SYSTEM AND METHOD FOR ELECTRONIC TRUE COLOR DISPLAY";
5. India Patent Application Serial No. IN/PCT/2002/01186/DEL, filed 07-June-01, entitled "DEVICE, SYSTEM AND METHOD FOR ELECTRONIC TRUE COLOR DISPLAY";
6. Europe Patent Application Serial No. 01940963.0, filed 07-June-01, published 21-May-03 as EP publication number 1312068, entitled "DEVICE, SYSTEM AND METHOD FOR ELECTRONIC TRUE COLOR DISPLAY";
7. International Patent Application Serial No. PCT/IL02/00444, filed 06-Jun-02, published 12-Dec-02 as PCT publication WO 02/099776, entitled "DEVICE, SYSTEM AND METHOD FOR DISPLAYING GRAPHICS IN MIXED FORMATS ON A MONITOR";
8. International Patent Application Serial No. PCT/IL02/00410, filed 23-May-02, published 12-Dec-02 as PCT publication WO 02/099557, entitled "SYSTEM AND METHOD OF DATA CONVERSION FOR WIDE GAMUT DISPLAYS";
9. International Patent Application Serial No. PCT/IL02/00452, filed 11-June-02, published 19-Dec-02 as PCT publication WO 02/101644, entitled "DEVICE, SYSTEM AND METHOD FOR COLOR DISPLAY";
10. International Patent Application Serial No. PCT/IL02/00594, filed 18-Jul-02, published 06-Feb-03 as PCT publication WO 03/010745, entitled "DISPLAY FOR SIMULATION OF PRINTED MATERIAL";
11. International Patent Application Serial No. PCT/IL02/00558, filed 10-Jul-02, published 23-Jan-03 as PCT publication WO 03/007074, entitled "SEQUENTIAL PROJECTION COLOR DISPLAY USING MULTIPLE IMAGING PANELS";

12. US Patent Application Serial No. 10/017,546, filed 18-Dec-01, published 17-Oct-02 as US publication US-2002-0149546-A1, entitled "SPECTRALLY MATCHED PRINT PROOFER";
13. Europe Patent Application Serial No. 01271603.1, filed 18-Dec-01, published 29-Oct-03 as EP publication 1356424, entitled "SPECTRALLY MATCHED PRINT PROOFER";
14. Israel Patent Application Serial No. 156516, filed 18-Dec-01, entitled "SPECTRALLY MATCHED PRINT PROOFER";
15. US Patent Application Serial No. 09/710,895, filed 14-Nov-00, entitled "DEVICE SYSTEM AND METHOD FOR ELECTRONIC TRUE COLOR DISPLAY";
16. International Patent Application Serial No. PCT/IL03/00020, filed 07-Jan-03, published 17-Jul-03 as PCT publication WO 03/058587, entitled "ELECTRONIC COLOR DISPLAY FOR SOFT PROOFING";
17. International Patent Application Serial No. PCT/IL03/00307, filed 13-Apr-03, published 23-Oct-03 as PCT publication WO03/088203, entitled "COLOR DISPLAY DEVICES AND METHODS WITH ENHANCED ATTRIBUTES";
18. International Patent Application Serial No. PCT/IL03/00610, filed 24-Jul-03, entitled "HIGH BRIGHTNESS WIDE GAMUT DISPLAY";
19. International Patent Application Serial No. PCT/IL03/00905, filed 02-Nov-03, entitled "SYSTEM AND METHOD OF SELECTIVE ADJUSTMENT OF A COLOR DISPLAY".