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To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Mårten SJÖBERG

4/7/04

2. Name and address of receiving party(ies):

HL DISPLAY AB  
Horisontvägen 26  
SE-128 34 Skarpnäck  
SWEDENAdditional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other

Execution Date: January 15, 2004

Additional name(s) & address(es) attached? ☐ Yes ☒ No

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: January 15, 2004

A. Patent Application No.(s)  
29/195,647B. Patent No.(s)  
Not Yet AssignedAdditional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

SUGHRUE MION, PLLC

WASHINGTON OFFICE

23373

CUSTOMER NUMBER

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 3.41): \$40.00

- ☒ Enclosed.  
☐ Authorized to be charged to Deposit Account No. 19-4880.

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Robert V. Sloan

Reg. No. 22,775

April 7, 2004

Date

Total number of pages including cover sheet, attachments, and documents: 2

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PATENT  
REEL: 015188 FRAME: 0354

## Assignment

Whereas, I, **Mårten SJÖBERG**, hereinafter called assignor, have invented certain improvements in

### LABEL HOLDER

and executed an application for Letters Patent of the United States of America therefor on \_\_\_\_\_; and

Whereas, **HL DISPLAY AB**,  
Horisontvägen 26  
SE-128 34 Skarpnäck  
SWEDEN

(assignee), desires to acquire the entire right, title, and interest in the application and invention, and to any United States patents to be obtained therefor;

Now therefore, for valuable consideration, receipt whereof is hereby acknowledged,

I, the above named assignor, hereby sell, assign and transfer to the above named assignee, its successors and assigns, the entire right, title and interest in the application and the invention disclosed therein for the United States of America, including the right to claim priority under 35 U.S.C. §119, and I request the Director of the U.S. Patent and Trademark Office to issue any Letters Patent granted upon the invention set forth in the application to the assignee, its successors and assigns; and I will execute without further consideration all papers deemed necessary by the assignee in connection with the United States application when called upon to do so by the assignee.

I hereby authorize and request our attorneys SUGHRUE MION, PLLC of 2100 Pennsylvania Avenue, NW, Washington, DC 20037-3213 to insert here in parentheses (Application number 29/195647 and Confirmation number \_\_\_\_\_, filed **December 15, 2003**) the application number and filing date of said application when known.

Date:

  
s/Mårten SJÖBERG

Jan 15, 2004

(Legalization not required for recording but is prima facie evidence of execution under 35 U.S.C. §261)

Attorney Docket No. **Q78846**

Client Ref.: **03275US/JW/N**