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**Damien Reynolds
Mary Rose Rice
Marc Webb**

Additional names(s) of conveying party(ies) Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other

Execution Date: **11/20/02 & 11/19/03**

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

Name: **BEHR PROCESS CORPORATION**

Internal Address:

Street Address: **3400 W. Segerstrom Avenue**

City: **Santa Ana** State: **CA** ZIP: **92704**

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

4. Application number(s) or patent numbers(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

10/703,351

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: **Julio Loza**

Internal Address: **SNELL & WILMER LLP**

08/02/2004 6TON11 00000168 192814 10703351

01 FC:8021 40.00 DA

Street Address: **1920 Main Street, Suite 1200**

City: **Irvine** State: **CA** ZIP: **92614**

6. Total number of applications and patents involved:

1

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

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Julio Loza

July 27, 2004

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3

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PATENT

REEL: 015625 FRAME: 0381

ASSIGNMENT

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, we, the undersigned:

Damien Reynolds, citizen of the United States, and residing at

116 17th St. Huntington Beach CA 92648

Mary Rose Rice, citizen of the United States, and residing at 10 Fern Canyon, Laguna Niguel, CA 92677,

Marc Webb, citizen of the United States, and residing at

3447 E. Alderly Ln., Orange, CA, 92867

hereby sell, assign, and transfer to:

BEHR PROCESS CORPORATION

a Corporation of California, having a principal place of business at 3400 W. Segerstrom Avenue, Santa Ana, CA 92704 ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions and improvements that are disclosed in the application for the United States patent that has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and is entitled:

DATA-DRIVEN COLOR COORDINATOR

and in and to said application and all design, utility, divisional, continuing, continuation-in-part, substitute, renewal, reissue, and all other patent applications that have been or shall be filed in the United States and all foreign countries of any of said inventions and improvements; and in and to all original and reissued patents that have been or shall be issued in the United States and all foreign countries on said inventions and improvements; and in and to all rights of priority resulting from the filing of said United States application; and in all rights of priority under the International Convention for the Protection of Industrial Property for every country in the Union; agree that said Assignee may apply for and receive a patent or patents for said inventions and improvements in its own name; 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 will execute all design, utility, divisional, continuing, continuation-in-part, substitute, renewal, reissue, and all other patent applications on any and all said inventions and improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and legal representatives all facts known to the undersigned relating to said inventions and improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or legal representatives in securing and maintaining proper patent protection for said inventions and improvements and for vesting title to said inventions and improvements, and all applications for patents and all patents on said improvements, 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 nor will be made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.


Each Inventor: Please Sign and Date Below:

Date: 11/20/03

Name: 

Damien Reynolds

Date: 11/20/03

Name: 

Mary Rose Rice

Date: 11/19/03

Name: 

Marc Webb

Assignment Document Return Address:

Julio M. Loza, Esq.
Snell & Wilmer LLP
1920 Main Street, Suite 1200
Irvine, CA 92614
Telephone 949-253-4924