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3. Nature of conveyance:

ASSIGNMENT

Execution Date:

February 20, 2006

Additional name(s) & address(es) attached? NO

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

If this is being filed together with a new application, the execution date of the application is: February 20, 2006

A. Patent Application Number(s):

B. Patent Number(s):

Additional numbers attached? NO

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

Michael D. Kaminski
FOLEY & LARDNER LLP
Washington Harbour
3000 K Street, N.W., Suite 500
Washington, D.C. 20007-5143

6. Total number of applications/patents involved: 1

7. Total fee (37 C.F.R. § 3.41): \$40.00

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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. The Commissioner is hereby authorized to charge any additional recordation fees which may be required in this matter to the above-identified deposit account.

Michael D. Kaminski

Michael D. Kaminski

March 28, 2006

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ASSIGNMENT OF PATENT APPLICATION

(Inventors)

- (1) **Graham John WOODGATE** a citizen of United Kingdom of:
9 Vicarage Road Henley-on-Thames Oxfordshire RG9 1HF United Kingdom
- (2) **Jonathan HARROLD** a citizen of United Kingdom of:
8 Robins Grove Warwick Warwickshire CV34 6RF United Kingdom

In consideration of the sum of one dollar (\$1.00) and other good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby does assign, transfer and set over to

(Assignee)

(5) **Ocuity Limited** British body corporate

(Address)

(6) of **1 Yeffly Drive Oxford OX4 4XS United Kingdom**

(hereinafter designated as the Assignee) the entire right, title and interest for the United States, its territories, dependencies and possessions, and for the country of

(Other Countries)

(7) _____ in the invention, and all applications for patent and any Letters Patent which may granted therefor, known as

(Title)

(8) **DIRECTIONAL DISPLAY APPARATUS** (Case No)

for which the undersigned has (have) executed on even date herewith an application for patent in the United States of America or, if not on even date, then has executed

(9) on _____ or has already filed in

(10) U.S. appln Serial Number _____ filed on _____

(11) The undersigned acknowledges an obligation of assignment of this invention to said assignee at the time the invention was made

1) The undersigned agree(s) to execute all papers and documents necessary in connection with the application or any interference which may be declared and any continuing or divisional applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient and further to perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.

2) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of valid United States patent to the Assignee.

3) The undersigned hereby authorize(s) and request(s) the Communication of Patents to issue any and all Letters patent of the United States resulting from said application or any division or divisions or continuing thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed and will not execute, any agreement in conflict herewith.

4) The undersigned hereby grant(s) the firm of **Foley & Lardner LLP** the power to insert on this assignment any further identification which may be necessary to desirable in order to comply with the rules of the United States Patent Office for recordation of this document.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned signature(s).

Date 20/2/06 Signature of Inventor G. J. Woodgate (1)

Date 20/2/06 Signature of Inventor Jonathan Harrold (2)

Witnessed by

Witness C. Cleaver Date 20/02/06

Witness G A Good Date 20/02/06