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1. Name of conveying party(ies)

Jeffrey Arthur SHIMIZU

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) APRIL 27, 2004

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

Name: KONINKLIJKE PHILIPS ELECTRONICS, N.V.

Internal Address: _____

Street Address: GROENENWOUDESEWEG 1

City: EINDHOVEN

State: _____

Country: THE NETHERLANDS Zip: 5621 BA

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

4. Application or patent number(s):

A. Patent Application No.(s)

60/540,710

☐ This document is being filed together with a new application.

B. Patent No.(s)

10/586181

Additional numbers attached? ☐ Yes ☒ No

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

Name: PHILIPS ELECTRONICS NORTH AMERICA CORP.

Internal Address: P.O. BOX 3001

Street Address: 345 SCARBOROUGH ROAD

City: BRIARCLIFF MANOR

State: NY Zip: 10510-8001

Phone Number: (914) 945-6000

Fax Number: (914) 332-0615

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6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$40.00

- ☐ Authorized to be charged by credit card
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SOLE/JOINT ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, I/we, as a below-named Assignor(s), hereby sell, assign, and transfer the entire and exclusive right, title, and interest in the following to **Koninklijke Philips Electronics N.V.**, having a place of business at Groenewoudseweg 1, 5621 BA Eindhoven, NL, its successors, assigns, and legal representatives, including any nominees (collectively "the Assignee"):

- (1) my/our invention relating to ENHANCEMENT OF VIDEO IMAGES BY BOOST OF SECONDARY COLORS

for which

☐ a U.S. provisional application for patent will be filed in the United States Patent and Trademark Office,

☒ a U.S. provisional patent application was filed in the United States Patent and Trademark Office on January 30, 2004 having a Serial Number 60/540,710,

(2) the foregoing application and all other United States, foreign and international patent applications associated therewith, based thereon, or claiming priority therefrom including, but not limited to, any and all provisionals, non-provisionals divisions, continuations, continuations-in-part, reexaminations, reissues, and extensions thereof, and

(3) the right to claim priority thereto, and the entire and exclusive right, title, and interest in and to any and all patents granted on these applications.

I/We authorize and request that the Patent Office officials in the United States and in any and all foreign countries to issues any and all Letters Patent when granted, solely to **Koninklijke Philips Electronics N.V.**, for its sole use, and that of its successors, assigns, and legal representatives.

I/we will provide my/our cooperation to enable the Assignee to enjoy the foregoing right, title, and interest to the fullest extent. Upon request at the expense of the Assignee, I/we agree to execute all papers, take all rightful oaths, testify in all legal proceedings including patent prosecutorial actions and infringement actions, and do all other such acts which may be necessary, desirable, or convenient for securing and maintaining patents on the foregoing invention or for perfecting title thereto in the Assignee.

I/We certify that I/we have the full right to convey the above rights.

April 27, 2004
Date

Jeffrey Arthur Shimizu, Assignor
Jeffrey Arthur SHIMIZU