

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Reflectivity, Inc.	06/07/2007
RECEIVING PARTY DATA	
Name:	Texas Instruments Incorporated
Street Address:	7839 Churchill Way
Internal Address:	M.S. 3999
City:	Dallas
State/Country:	TEXAS
Postal Code:	75251
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	10443318
Application Number:	11418968
CORRESPONDENCE DATA	
Fax Number:	(972)917-4418
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	a-trent1@ti.com
Correspondent Name:	Dawn V. Stephens
Address Line 1:	7839 Churchill Way
Address Line 2:	M.S. 3999
Address Line 4:	Dallas, TEXAS 75251
NAME OF SUBMITTER:	Dawn V. Stephens
Total Attachments: 2 source=PatentAssignment#page1.tif source=PatentAssignment#page2.tif	

CH \$80.00 10443318

500295387

PATENT  
REEL: 019424 FRAME: 0115

## PATENT ASSIGNMENT

THIS PATENT ASSIGNMENT ("Patent Assignment") dated as of June 12, 2007, ("Effective Date") is made by and between Reflectivity, Inc., a California corporation ("Assignor") and Texas Instruments Incorporated, a Delaware corporation ("Assignee").

WHEREAS, Assignor and Assignee have entered into an Assignment of Intellectual Property, executed on June 29, 2006, pursuant to which Assignor has agreed to assign all of its patent rights to Assignee;

NOW, THEREFORE, for good and valuable consideration, including the promises and covenants set forth in the Assignment of Intellectual Property, the parties agree as follows:

### 1. Patents.

"**Patents**" shall mean the patent applications listed on Attachment 1 attached hereto, as well as any reexaminations, extensions and reissues thereof and any divisionals, continuations and continuation-in-parts and any other applications or patents that claim priority therefrom, including, without limitation, any corresponding foreign patents and applications.

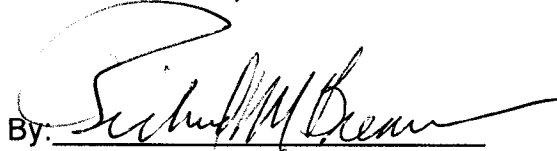
### 2. Assignment.

Assignor hereby assigns, transfers, sells and conveys to Assignee all of its rights, title and interest in and to the Patents, and all rights, claims and privileges pertaining to the Patents, including, without limitation, rights to the underlying inventions, the right to sue and recover damages for past, present and future infringement thereof, and the right to prosecute and maintain the Patents.

IN WITNESS WHEREOF, the parties have caused this Patent Assignment to be executed as of the date set forth below.

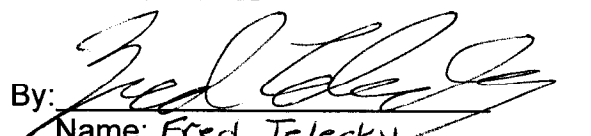
**ASSIGNOR:**

**REFLECTIVITY, INC.**

By:   
Name: Richard M. Brennan  
Title: President & C.E.O.  
Date: 6-7-07

**ASSIGNEE:**

**TEXAS INSTRUMENTS  
INCORPORATED**

By:   
Name: Fred Telecky  
Title: Sr. Vice President & GPC  
Date: June 12, 2007

**ATTACHMENT 1**

**U.S. PATENT APPLICATIONS**

<b>Serial No.</b>	<b>Jurisdiction</b>	<b>Filing Date</b>
10/443,318	US	May 22, 2003
11/418,968	US	May 5, 2006