

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>ILAN BEN-DAVID</td> <td>06/05/2008</td> </tr> <tr> <td>SHMUEL ROTH</td> <td>06/05/2008</td> </tr> <tr> <td>MOSHE BEN-CHORIN</td> <td>06/05/2008</td> </tr> </tbody> </table>		Name	Execution Date	ILAN BEN-DAVID	06/05/2008	SHMUEL ROTH	06/05/2008	MOSHE BEN-CHORIN	06/05/2008
Name	Execution Date								
ILAN BEN-DAVID	06/05/2008								
SHMUEL ROTH	06/05/2008								
MOSHE BEN-CHORIN	06/05/2008								
RECEIVING PARTY DATA									
Name:	GENOA COLOR TECHNOLOGIES LTD.								
Street Address:	10 HASADNAOT ST.								
Internal Address:	BEIT TELDATA - 4TH FLOOR								
City:	HERZLIYA PITUACH								
State/Country:	ISRAEL								
Postal Code:	46733								
PROPERTY NUMBERS Total: 1									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11882170</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11882170				
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Application Number:	11882170								
CORRESPONDENCE DATA									
Fax Number:	(646)878-0801								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	646-878-0800								
Email:	pusdkt@pczlaw.com								
Correspondent Name:	Pearl Cohen Zedek Latzer, LLP								
Address Line 1:	1500 Broadway								
Address Line 2:	12th Floor								
Address Line 4:	New York, NEW YORK 10036								
ATTORNEY DOCKET NUMBER:	P-4293-US2								
NAME OF SUBMITTER:	SHARON BRAUDE								
Total Attachments: 3									

CH \$40.00 11882170

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**PATENT
 REEL: 021075 FRAME: 0709**

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ASSIGNMENT

In consideration of One Dollar (\$1.00), and other good and valuable consideration, the Receipt of which is hereby acknowledged, I the undersigned, BEN-DAVID, Ilan residing at 55 Hapa'amon Street, Rosh Ha'ayin 48611, Israel; ROTH, Shmuel residing at 7 Zelig Bas Street, Petach Tikva 49550, Israel; BEN-CHORIN, Moshe residing at 34 Ya'kov Street, Rehovot 76262, Israel

Hereby sell, assign and transfer to GENOA COLOR TECHNOLOGIES LTD, an Israeli company located at 10 HaSadnaot St., Beit Teldata - 4th Floor, Herzliya Pituach 46733, Israel its successors, assigns and legal representatives (hereinafter, the "Assignee"), the entire right, title and interest for all countries, in and to any and all inventions which are disclosed and claimed, and as possessed by the undersigned, any and all inventions which are disclosed but not claimed in the application for United States Patent U.S. Serial No. 11/882,170 filed July 31, 2007 and is entitled

DEVICE, SYSTEM AND METHOD FOR COLOR DISPLAY

and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for U.S. Letters Patent or other related property rights in any and all foreign countries which have been or shall be filed on any of said inventions disclosed in said application; and in and to all original and reissued patents or related foreign documents which have been or shall be issued on said inventions;

Authorize and request the Commissioner of Patents of the United States to issue to said Assignee, the corporation above named, its successors, assigns and legal representatives, in accordance with this assignment, any and all United States Letters Patent on said inventions or any of them disclosed in said application;

Agree that said Assignee may apply for and receive foreign Letters Patent or rights of any other kind for said inventions, or any of them; and may claim, in applications for said foreign Letters Patent or other rights, the priority of the aforesaid United States patent application under the provisions of the International Convention of 1883 and later modifications thereof, under the Patent Cooperation Treaty, under the European Patent Convention or under any other available international agreement; 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 under-signed or the undersigned's executors or administrators will, for the United States and all foreign countries, execute all divisional, continuing, substitute, renewal, reissue, and

all other patent applications or other documents on any and all said inventions; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns and representatives, all facts known and documents available to the undersigned relating to said inventions and the history thereof; testify in all legal proceedings; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said inventions and for vesting title to said inventions and all applications for patents or related foreign rights and all patents on said inventions, 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 made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

FULL NAME OF INVENTOR BEN-DAVID, Ilan	FULL NAME OF WITNESS <i>Aviskay Meloul</i>
SIGNATURE OF INVENTOR <i>[Signature]</i>	SIGNATURE OF WITNESS <i>[Signature]</i>
DATE <u>5/6/2008</u> (day / month / year)	ADDRESS OF WITNESS <i>2 Asher st. Netanya ISRAEL</i>

FULL NAME OF INVENTOR: ROTH, Shmuel	FULL NAME OF WITNESS: <i>Nir Weiss</i>
SIGNATURE OF INVENTOR: <i>[Signature]</i>	SIGNATURE OF WITNESS: <i>[Signature]</i>
DATE <u>5/6/2008</u> (day / month / year)	ADDRESS OF WITNESS: <i>shaul zilberman 43</i>

FULL NAME OF INVENTOR: BEN-CHORIN, Moshe	FULL NAME OF WITNESS ISRAEL SALTO
SIGNATURE OF INVENTOR <i>Moshe Ben Chorin</i>	SIGNATURE OF WITNESS: <i>SALTO ISRAEL</i> ISRAEL SALTO
DATE: <u>5 June 2008</u> (day / month / year)	ADDRESS OF WITNESS: HAVAZELET 2 QIRiyafono