

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Ming Ronnier Luo</td><td>01/12/2009</td></tr><tr><td>Kaida Xiao</td><td>01/13/2009</td></tr><tr><td>Changjun Li</td><td>01/12/2009</td></tr></tbody></table>		Name	Execution Date	Ming Ronnier Luo	01/12/2009	Kaida Xiao	01/13/2009	Changjun Li	01/12/2009
Name	Execution Date								
Ming Ronnier Luo	01/12/2009								
Kaida Xiao	01/13/2009								
Changjun Li	01/12/2009								
RECEIVING PARTY DATA									
Name:	Imperial Chemical Industries PLC								
Street Address:	20 Manchester Square								
City:	London								
State/Country:	UNITED KINGDOM								
Postal Code:	W1U 3AN								
PROPERTY NUMBERS Total: 1									
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11261034</td></tr></tbody></table>		Property Type	Number	Application Number:	11261034				
Property Type	Number								
Application Number:	11261034								
CORRESPONDENCE DATA									
Fax Number: (330)376-4577 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone: 330-849-6689									
Email: gmoxon@ralaw.com									
Correspondent Name: George W. Moxon II									
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Address Line 2: Suite 400									
Address Line 4: Akron, OHIO 44308									
NAME OF SUBMITTER:	George W. Moxon II								
Total Attachments: 3 source=Assign51093#page1.tif source=Assign51093#page2.tif source=Assign51093#page3.tif									

CH \$40.00 11261034

PATENT

500754745

REEL: 022110 FRAME: 0851

ASSIGNMENT

This Assignment made this 12 day of January, 2009 by Ming Ronnier Luo residing at: 48 Hutton Gate, Harrogate, North Yorkshire, United Kingdom HG2 9QH; Kaida Xiao residing at No 4-1, Building 3, No 43 Beisanhuanzhong Road, Beijing, China 100088; and Changjun Li residing at 11 Aspen Mount, Leeds LS16 6RT, hereinafter called "ASSIGNORS" and Imperial Chemical Industries PLC, a British Company having offices and a principle place of business located at 20 Manchester Square, London SW1P 3JF, United Kingdom hereinafter called "ICI", witnesseth:

WHEREAS the ASSIGNORS have invented certain new and useful improvements in: COMPENSATING FOR HUMAN PERCEPTION OF COLOR set forth in an application for Letters Patent of the United States bearing Application No. 11/261,034 and attorney's docket number 51093 executed by said ASSIGNORS on the date(s) set forth below; and

WHEREAS, ICI is desirous of acquiring the entire right, title and interest in and to said improvements, or invention(s) and said application for Letters Patent of the United States and any Letters Patent(s), United States or foreign, granted on said improvements.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS do hereby sell, transfer and set over unto ICI the entire right, title and interest in and to the aforesaid improvements or invention(s), the application for Letters Patent, and any and all Letters Patent(s) of the United States and all foreign countries which may be granted thereon, and in and to any and all divisions, continuations and continuations-in-part of said application, or any reissue(s) or extension(s) of said Letters Patent(s) and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by ICI to the full end of the term(s) for which such Letters Patent(s) may be granted as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment not been made.

And for the same consideration, the ASSIGNORS hereby covenant and agree with ICI that at the time of execution hereof, ASSIGNORS are the sole and lawful owners of the entire

right, title and interest in and to the said improvements, inventions and application for Letters Patent identified above and that the same are unencumbered and that ASSIGNORS have good and full right and authority to sell and convey the same as set forth above.

And for the same consideration, ASSIGNORS hereby agree that they will, whenever requested to do so by counsel for ICI sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of Letters Patent(s) for said improvements or invention(s) without charge to ICI but at the cost and expense of ICI.

ASSIGNORS hereby request the Commissioner of Patents and duly empowered officials in any foreign country to issue Letters Patent in the United States and foreign countries, respectively, to ICI as assignee of said improvements or invention(s) and any Letter Patent to be issued thereon for the sole use and behalf of ICI.

WITNESS:



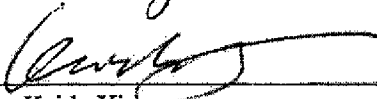
Signed at Leeds, in
the County of UK,
this 12
day of January, 2009.


Ming Ronnier Luo

WITNESS:



Signed at Liverpool, in
the County of UK,
this 13
day of January, 2009.


Kaide Xiao

WITNESS:

in Zi

Signed at Leeds, in
the County of UK,
this 12
day of January, 2009.

Li Changjun
Changjun Li