PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT		
CONVEYING PARTY DATA			
Name		Execution Date	
Udi Chatow		02/16/2010	
Gal Victor		02/17/2010	
Galia Golodetz		02/17/2010	
RECEIVING PARTY DATA			
Name: Hewlett-Packar	Hewlett-Packard Development Company, L.P.		
Street Address: 11445 Compag	11445 Compaq Center Drive West		
City: Houston	Houston		
State/Country: TEXAS	TEXAS		
Postal Code: 77070	77070		
PROPERTY NUMBERS Total: 1 Property Type	N	umber	
Application Number: 1	0585681		
CORRESPONDENCE DATA Fax Number: (970)778-4063			
Fax Number: (970)778-4063			
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.			
Phone: (970)898-4728			
Email: jerry.shorma@hp.com			
Correspondent Name: Hewlett-Packard Company			
Address Line 1:3404 E. Harmony Road MS 35Address Line 2:Intellectual Property Administration			
Address Line 2: Intellectual Property Administration Address Line 4: Fort Collins, COLORADO 80528			
NAME OF SUBMITTER:	Ekaterina Land		
Total Attachments: 3 source=200311091 signed assign#pag source=200311091 signed assign#pag source=200311091 signed assign#pag	ge2.tif		
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HEWLETT-PACKARD COMPANY Intellectual Property Administrator 3404 E. Harmony Road Mail Stop 35 Fort Collins, Colorado 80528

PATENT APPLICATION

ATTORNEY DOCKET NO. 200311091-2

ASSIGNMENT OF PATENT APPLICATION

I/We, the undersigned (each) have agreed and hereby agree to assign to HEWLETT-PACKARD DEVELOPMENT COMPANY, L.P., a Texas Limited Partnership having its principal place of business in Houston, Texas, (hereinafter HPDC), in furtherance of my/our obligations to the Hewlett-Packard Company and its subsidiaries and affiliates, and do hereby assign and transfer to HPDC, its successors and assigns, the entire right, title and interest, including the right of priority, in, to and under an application for Letters Patent of the United States entitled:

Printing Of Images With Selective Gloss And Toners Therefor

Filing Date: Dec 08, 2003

Application No.: 10/585681

and the invention(s) and improvement(s) set forth therein, and any and all continuations, continuations-in-part (C-P's), divisionals, and renewals of and substitutes for said application for said Letters Patent, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefore; and any reissues, or reexaminations, or extensions of said Letters Patent.

I/we additionally authorize HPDC to file applications in my/our name for Letters Patent in any country, to be held and enjoyed by HPDC, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by me/us had this assignment, and transfer not been made;

AND l/we hereby covenant that l/we have full right to convey the entire interest herein assigned, and that l/ we have not executed and will not execute any agreement in conflict herewith, and l/we further covenant and agree that l/we will, each time a request is made, and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said invention(s) or improvement(s), said application and said Letters Patent, to HPDC, its successors, assigns, nominees or legal representatives, and l/we agree to communicate to HPDC, or to its nominee, all known facts respecting said invention(s) or improvement(s), said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisionals, continuations, C-I-P's, reissue and foreign applications, to make all rightful oaths and declarations, and generally to do everything possible to aid HPDC, its successors, assigns, nominees and legal representatives to obtain and enforce, for its or their own benefit, proper patent protection for said invention(s) or improvement(s) in any and all countries provided the expenses which may be incurred by me/us in lending such cooperation and assistance are paid by HPDC;

AND I/we hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue to MPDC, as assignee of the entire right, title and interest, any and all Letters Patent for said invention(s) or improvement(s), including any and all Letters Patent of the United States which may be issued and granted on or as a result of the application aforesaid, in accordance with the terms of this assignment.

I/we further authorize and direct the altorneys of record to insert the serial number and filing date of said application now identified by the attorney docket number and title set forth above as soon as the same shall have been made known to them by the United States Patent and Trademark Office.

Inventor's Signature

Udi Chatow Inventor's Typed Name

Date Application Signed

Inventor's Signature

Date Assignment Signed

Gel Victor Inventor's Typed Name

Date Application Signed

Rev 10608 (Assignment)

Page 1 of 2

PATENT REEL: 023949 FRAME: 0663 HEMLETT PACKARD COMPANY intellectual Property Administrator 3404 E. Harmony Road Mail Stop 35 Fort Collins, Colorado 80528

PATENT APPLICATION

ATTORNEY DOCKET NO. 200311091-2

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Printing Of Images With Selective Gloss And Toners Therefor

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inventor's Signature

Udi Chatow investor's Typed Name

inventor's Signature

Gal Victor Inventor's Typed Name Date Assignment Signed

Date Application Signed

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HEWLETT-PACKARD COMPANY Intellectual Property Administrator 3404 E. Harmony Road	PATENT APPLICATION	
Mail Stop 35 Fort Collins, Colorado 80528	ATTORNEY DOCKET NO. 200311091-2	
ASSIGNMENT OF PATENT APPLICATION (cont.)		
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Gaia Golodetz Inventor's Typed Name	Date Application Signed	
inventorie Signature	Date Assignment Signed	
Inventor's Typest Name	Date Application Syned	
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Nav 1(1)(1) [Assignmant]	Page 2 of 2	

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RECORDED: 02/17/2010