

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
ILAN BEN-DAVID	01/27/2010
SHMUEL ROTH	01/27/2010
MOSHE BEN-CHORIN	01/27/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	GENOA COLOR TECHNOLOGIES LTD.
<b>Street Address:</b>	22 HANAGAR STREET
<b>City:</b>	HOD HASHARON
<b>State/Country:</b>	ISRAEL
<b>Postal Code:</b>	45247
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	10492616
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(646)878-0801
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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<b>Correspondent Name:</b>	Pearl Cohen Zedek Latzer, LLP
<b>Address Line 1:</b>	1500 Broadway
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<b>Address Line 4:</b>	New York, NEW YORK 10036
<b>ATTORNEY DOCKET NUMBER:</b>	P-5003-US
<b>NAME OF SUBMITTER:</b>	SHARON BRAUDE

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Total Attachments: 4  
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**PATENT**  
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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; ELLAV, Dan residing at 9 Odem Street, Zichron Yaakov 30900, Israel

Hereby sell, assign and transfer to GENOA COLOR TECHNOLOGIES LTD., an Israeli company located at 22 Hanagar Street, Hod Hasharon 45247, 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 Application No. 10/492,616, filed April 15, 2004, which is a National Phase Application of PCT International Application No. PCT/IL03/00307, PCT International filing date April 13, 2003 and is entitled:

**COLOR DISPLAY DEVICES AND METHODS WITH ENHANCED ATTRIBUTES**

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: <b>BEN-DAVID, Ilan</b>	FULL NAME OF WITNESS: RUBNER LILACH
SIGNATURE OF INVENTOR: <i>[Signature]</i>	SIGNATURE OF WITNESS: <i>[Signature]</i>
DATE: <u>27.11.10</u> (day / month / year)	ADDRESS OF WITNESS: POB 138 211 MOSHAV MISHMERET

FULL NAME OF INVENTOR: <b>ROTH, Shmuel</b>	FULL NAME OF WITNESS:
SIGNATURE OF INVENTOR:	SIGNATURE OF WITNESS:
DATE: _____ (day / month / year)	ADDRESS OF WITNESS:

Docket No.: P.5003 US

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: <b>BEN-DAVID, Ilan</b>	FULL NAME OF WITNESS:
SIGNATURE OF INVENTOR:	SIGNATURE OF WITNESS:
DATE: _____ (day / month / year)	ADDRESS OF WITNESS:

FULL NAME OF INVENTOR: <b>ROTH, Shmuel</b>	FULL NAME OF WITNESS: <b>YOAV LAVON</b>
SIGNATURE OF INVENTOR: <i>Shmuel ROTH</i>	SIGNATURE OF WITNESS: <i>Yoav Lavon</i>
DATE: <u>27, 1, 10</u> (day / month / year)	ADDRESS OF WITNESS: <u>27 Hakramim st. Nes Zidna ISRAEL</u>

FULL NAME OF INVENTOR: <b>BEN-CHORIN, Moshe</b>	FULL NAME OF WITNESS: <b>RUBNER LILACH</b>
SIGNATURE OF INVENTOR: <i>Moshe Ben Chorin</i>	SIGNATURE OF WITNESS: <i>[Signature]</i>
DATE: <u>27 Jun 200</u> (day / month / year)	ADDRESS OF WITNESS: <b>POB 138 211 MOSHAV MISHMERET</b>

FULL NAME OF INVENTOR: <b>ELIAV, Dan</b>	FULL NAME OF WITNESS:
SIGNATURE OF INVENTOR:	SIGNATURE OF WITNESS:
DATE: _____ (day / month / year)	ADDRESS OF WITNESS: