

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SHMUEL ROTH	02/13/2006
MOSHE BEN-CHORIN	02/13/2006
RECEIVING PARTY DATA	
Name:	GENOA COLOR TECHNOLOGIES LTD.
Street Address:	22 HANAGAR STREET, 1ST FLOOR
Internal Address:	NEVE NEEMAN B
City:	HOD HASHARON
State/Country:	ISRAEL
Postal Code:	45247
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12685201
CORRESPONDENCE DATA	
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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-6111-US1
NAME OF SUBMITTER:	SHARON BRAUDE

Total Attachments: 2
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**PATENT
 REEL: 024077 FRAME: 0416**

CH \$40.00 12685201

ASSIGNMENT

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

22 Hanagar Street, 1st Floor, Neve Neeman B, Hod Hasharon 45247, Israel

64
2/15/10
Hereby sell, assign and transfer to Genoa Color Technologies Ltd., an Israeli company located at ~~P. O. Box 12209, Herzliya Pituach 46733~~ 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. (10/568,885), filed February 21, 2009, which is a National Phase Application of PCT International Application No. PCT/IL2004/000769, PCT International filing date August 23, 2004 and being entitled:

SPOKE RECOVERY IN A 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. I hereby authorize and request the attorney of record of the firm Pearl Cohen Zedek Latzer, LLP, 1500 Broadway, 12th Floor, New York 10036, to insert in the parentheses above, the filing date and US Serial No. of said application when known;

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: ROTH, Shmuel	FULL NAME OF WITNESS: <i>Doron Melka</i>
SIGNATURE OF INVENTOR: <i>Shmuel ROTH</i>	SIGNATURE OF WITNESS: <i>[Signature]</i>
DATE: <u>13 / 02 / 2006</u> (day / month / year)	ADDRESS OF WITNESS: <i>24 Beerman St, TEL-AVIV, ISRAEL</i>

FULL NAME OF INVENTOR: BEN-CHORIN, Moshe	FULL NAME OF WITNESS: <i>Assaf Pagi</i>
SIGNATURE OF INVENTOR: <i>Moshe Ben Chorin</i>	SIGNATURE OF WITNESS: <i>A. Pagi</i>
DATE: <u>13 Feb 2006</u> (day / month / year)	ADDRESS OF WITNESS: <i>3 Assaf Hrofe st, Hbd Hasharon, Israel</i>