

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Lars NORGAARD	04/06/2010
RECEIVING PARTY DATA	
Name:	BANG & OLUFSEN A/S
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State/Country:	DENMARK
Postal Code:	DK-7600
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12671583
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ATTORNEY DOCKET NUMBER:	P09296US01/DEJ-90LT-20228
NAME OF SUBMITTER:	Douglas E. Jackson
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OP \$40.00 12671583

ASSIGNMENT OF PATENT APPLICATION

(US rights only - all US rights assigned by inventors to a single assignee)

WHEREAS,

1) Lars NØRGAARD

residing respectively at

1) Nørretorp 192, DK-7400 Herning DENMARK

(hereinafter referred to as the "ASSIGNOR") has/have invented certain new and useful improvements in ADAPTIVE DISPLAYING SCHEME

for which an application for a United States Patent

- was executed on even date herewith
- was executed on
- was filed on February 1, 2010, as Serial No.: 12/671,583

And WHEREAS, BANG & OLUFSEN A/S

whose Post Office Address is Peter Bangs Vej 15, DK-7600 Struer DENMARK

(hereinafter referred to as the "ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to said application and the invention(s) and improvement(s) therein disclosed, for the United States of America, and any Letters Patent which may issue therefor in the United States and all divisions, continuations, reissues, renewals and/or extensions thereof.

NOW THEREFORE in consideration of the sum of ten U.S. dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR does hereby assign, sell, transfer and set over unto the ASSIGNEE the entire right, title and interest in and to said application and the invention(s) and improvement(s) therein disclosed, for the United States of America, and any Letters Patent which may issue therefor in the United States and all divisions, continuations, reissues, renewals and/or extensions thereof, said ASSIGNEE to have and to hold the interests herein assigned to the full ends of the terms of said Letters Patent and any and all divisions, continuations, reissues, renewals and/or extensions thereof, respectively, as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this assignment not been made.

And for the consideration aforesaid, ASSIGNOR agrees that ASSIGNOR will communicate to said ASSIGNEE or the representatives thereof any facts known to ASSIGNOR respecting the invention(s) and improvement(s) of the said United States application, and will, upon request, but without expense to ASSIGNOR, testify in any legal proceedings, sign all lawful papers, execute all divisional, reissue, continuation, renewal and/or extension applications, make all rightful oaths, and generally do all other and further lawful acts, deemed necessary or expedient by said ASSIGNEE or by counsel for said ASSIGNEE, to assist or enable said ASSIGNEE to obtain and enforce full benefits from the rights and interests herein assigned.

This assignment shall be binding upon the ASSIGNOR's heirs, executors, administrators, successors and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of the ASSIGNEE.

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90LT:20228:164577:1:ALEXANDRIA

PATENT
REEL: 024273 FRAME: 0516

The Commissioner of Patents is requested to issue such Letters Patent in accordance with this assignment.

I hereby authorize and request any attorney of record in said Application or any attorney of Stites & Harbison, PLLC, Customer Nos. 881, 24350 or 32885, to insert above any information concerning the identity of the parties or of said Application (including the serial no. and filing date).

<u>NAME</u>	<u>SIGNATURE</u>	<u>DATE</u>
1) Lars NØRGAARD	<u><i>Lars Nørgaard</i></u>	<u>April 6, 2010</u>