PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Patrick Tak Fu Chong	04/30/2010
Hugh Fairman	04/30/2010

RECEIVING PARTY DATA

Name:	Columbia Insurance Company	
Street Address:	3024 Harney Street	
City:	Omaha	
State/Country: NEBRASKA		
Postal Code:	68131	

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12775181

CORRESPONDENCE DATA

Fax Number: (202)363-3490

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 202-363-2620

Email: pricilla@htthan.com

Correspondent Name: The H.T. Than Law Group

Address Line 1: 1010 Wisconsin Ave., N.W.

Address Line 2: Suite 560

Address Line 4: Washington, DISTRICT OF COLUMBIA 20007

ATTORNEY DOCKET NUMBER: BJM-049

NAME OF SUBMITTER: H.T. Than

Total Attachments: 2

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PATENT

REEL: 024354 FRAME: 0761

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ASSIGNMENT

WHEREAS, WE, Patrick Tak Fu CHONG and Hugh FAIRMAN, both citizens of United States, residing at 1 Spruce Terrace, Mount Arlington, NJ 07856 and 926 Fairview Lakes Road, Stillwater, NJ 07875, respectively, are the inventors of the invention in Color Management Method for Color Representation with Self-Luminous Color Primaries for which we have executed an application for a Patent of the United States

\boxtimes	which is executed on	\boxtimes	even date herewith or	
\boxtimes	which is identified by Atte	orn	ey Docket No. BJM-049	
	which was filed on as Ap	pli	cation No.	

and WHEREAS, Columbia Insurance Company, organized under the laws of the United States, and having a place of business at 3024 Harney Street, Omaha, NE 68131, ASSIGNEE is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

AND WE HEREBY grant the power to H.T. Than (Reg. No. 38,632), to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

PATENT REEL: 024354 FRAME: 0762

Date APRIL 30, 2010 Patrick Tak Fu Chong
State of New Jersey) SS.: County of Morris On April 30, 2010, before me, Clau D much, Notary Public, personally appeared Patrick Tak Fu Chong, personally known to me on the basis of satisfactory evidence to be the person(s) whose name(s) is subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.
WITNESS my hand and official seal Claire D. Miller Notary Public of New Jersey My Commission Expires 03/31/2011 Date Gpril 30 , 2010 L.S. High Fairman
State of New Terser) SS.: County of Morris On April 30, 2010, before me, Water Market, Notary Public, personally appeared Hugh Fairman, personally known to me on the basis of satisfactory evidence to be the person(s) whose name(s) is subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.
WITNESS my hand and official seal Claire D. Miller Notary Public of New Jersey My Commission Expires 03 / 31 / 2011

PATENT REEL: 024354 FRAME: 0763