

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	ASSIGNMENT																
CONVEYING PARTY DATA																	
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Markus Czanta</td> <td>06/25/2010</td> </tr> <tr> <td>Harald Hirschmann</td> <td>06/25/2010</td> </tr> <tr> <td>Michael Wittek</td> <td>06/25/2010</td> </tr> <tr> <td>Volker Reiffenrath</td> <td>06/25/2010</td> </tr> <tr> <td>Renate Bender</td> <td>06/25/2010</td> </tr> <tr> <td>Christian Hock</td> <td>06/25/2010</td> </tr> <tr> <td>Brigitte Schuler</td> <td>06/25/2010</td> </tr> </tbody> </table>		Name	Execution Date	Markus Czanta	06/25/2010	Harald Hirschmann	06/25/2010	Michael Wittek	06/25/2010	Volker Reiffenrath	06/25/2010	Renate Bender	06/25/2010	Christian Hock	06/25/2010	Brigitte Schuler	06/25/2010
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RECEIVING PARTY DATA																	
Name:	Merck Patent Gesellschaft																
Street Address:	Mit Beschraenkter Haftung																
City:	Darmstadt																
State/Country:	GERMANY																
Postal Code:	64271																
PROPERTY NUMBERS Total: 1																	
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12918008</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12918008												
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CORRESPONDENCE DATA																	
Fax Number:	(703)243-6410																
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																	
Phone:	7032436333																
Email:	guernsey@mwzb.com																
Correspondent Name:	Millen, White, Zelano & Branigan, P.C.																
Address Line 1:	2200 Clarendon Blvd.																
Address Line 2:	#1400																
Address Line 4:	Arlington, VIRGINIA 22201																
ATTORNEY DOCKET NUMBER:	MERCK-3748																

OP \$40.00 12918008

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PATENT
REEL: 024855 FRAME: 0279

NAME OF SUBMITTER:

Csaba Henter

Total Attachments: 1

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ASSIGNMENT

ATTY. DOCKET NO.

WHEREAS the below named inventor (if only one inventor is named below) or inventors (if plural inventors are named below) hereinafter referred to as the ASSIGNOR invented a certain improvement(s) relating to

Liquid Crystalline Medium and Liquid Crystal Display

and for which one or more of the following apply:

- U.S. Provisional Application Serial No. _____ was filed in the United States Patent and Trademark Office on _____
- A U.S. Non-Provisional
- application for Letters Patent to be filed in the United States Patent and Trademark Office was executed on even date.
- Application Serial No. _____ for Letters Patent was filed in the U.S. Patent and Trademark Office on _____
- as International Application No. _____ was filed on _____, designating the United States.

AND WHEREAS

PCT/EP2009/000498 27.01.2009

MERCK PATENT GESELLSCHAFT
MIT BESCHRÄNKTER HAFTUNG
Darmstadt, Germany

hereinafter referred to as the ASSIGNEE, is desirous of acquiring the entire right, title, and interest in and to said invention and all application(s) listed above, including any and all earlier priority rights (U.S. and foreign), divisions and continuations thereof, and any and all Letters Patent which may be granted thereon, including any and all renewals, reissues, reexaminations and extensions thereof.


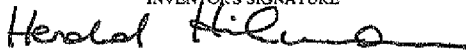


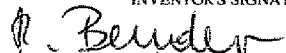


NOW, WITNESSETH that for good and valuable consideration, the receipt whereof is hereby acknowledged, ASSIGNOR hereby assigns, sells, and transfers to ASSIGNEE, its assigns and legal representatives, the entire and exclusive right, title and interest in and to said invention and application(s), including any and all divisions and continuations thereof, and any and all Letters Patent which may be granted therefor, including any and all renewals, reissues, reexaminations and extensions thereof, and in and to any and all U.S. (including provisional) or foreign priority and/or convention rights or benefits accruing or to accrue with respect to the filing or securing of patents in the United States and/or any countries foreign thereto concerning said invention, SAID ASSIGNEE, its assigns and legal representatives to have, hold, exercise, and enjoy said invention and application, including any and all earlier priority rights (U.S. and foreign), divisions and continuations thereof, and any and all Letters Patent which may be granted therefor, including any and all renewals, reissues, reexaminations and extensions thereof, including the right to sue for damages occurring before the assignment, with all the rights, powers, privileges and advantages in anywise arising from or appertaining thereto, for and during the term or terms of any and all such Letters Patent when granted, including any and all renewals, reissues, reexaminations and extensions thereof, for the use and benefit of ASSIGNEE and its assigns and legal representatives, in as ample and beneficial a manner to all intents and purposes as the ASSIGNOR might or could have held and enjoyed the same, if the assignment had not been made.

AND ASSIGNOR hereby agrees to execute all papers that may be necessary to file applications in the United States and foreign countries for said invention and to assign the same to said ASSIGNEE, its assigns and legal representatives and to execute any other papers that may be needed in connection with filing said applications and securing Letters Patents thereon.

AND ASSIGNOR authorizes and requests the Commissioner of Patents and Trademarks to issue a Letters Patent on said application, and on any and all divisions and continuations thereof, to ASSIGNEE, its assigns and legal representatives, in accordance herewith.

The undersigned hereby grant(s) the law firm of Millen, White, Zelano & Branigan, P.C. the power to insert on this assignment information which may be necessary or desirable in order for the United States Patent and Trademark Office to properly record this document.

IN TESTIMONY WHEREOF this assignment is executed by ASSIGNOR

201 FULL NAME OF SOLE OR FIRST NAMED INVENTOR	INVENTOR'S SIGNATURE	DATE
CZANTA, Markus		25.06.2010
202 FULL NAME OF SECOND JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
HIRSCHMANN, Harald		25.06.2010
203 FULL NAME OF THIRD JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
WITTEK, Michael		25.06.2010
204 FULL NAME OF FOURTH JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
REIFFENRATH, Volker		25.06.2010
205 FULL NAME OF FIFTH JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
BENDER, Renate		25.06.2010
206 FULL NAME OF SIXTH JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
HOCK, Christian		25.06.2010
207 FULL NAME OF SEVENTH JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
SCHULER, Brigitte		25.06.2010
208 FULL NAME OF EIGHTH JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE
209 FULL NAME OF NINTH JOINT INVENTOR	INVENTOR'S SIGNATURE	DATE

PATENT

RECORDED: 08/18/2010

REEL: 024855 FRAME: 0281