

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Amitava Gupta	08/10/2010
Ronald D. Blum	08/10/2010
RECEIVING PARTY DATA	
Name:	PixelOptics
Street Address:	5241 Valleypark Drive
City:	Roanoke
State/Country:	VIRGINIA
Postal Code:	24019
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12848713
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Total Attachments: 1 source=assignment#page1.tif	

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PATENT
REEL: 024991 FRAME: 0753

ASSIGNMENT OF PATENT APPLICATION

JOINT

WHEREAS, Amitava Gupta of 5322 Fox Den Road, Roanoke, VA, 24014 and Ronald D. Blum of 5320 Silver Fox Road, Roanoke, VA 24018, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: PROGRESSIVE ADDITION LENS DESIGN

Filing Date: August 2, 2010

Application No.: 12/848713; and

WHEREAS, PixelOptics, located at 5241 ValleyPark Drive, Roanoke, VA 24019, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

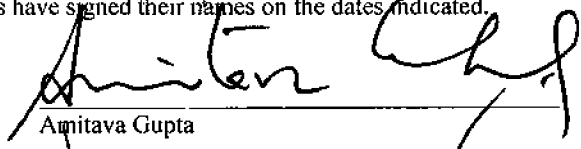
For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignor, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Date: _____

8/10/10


Amitava Gupta

Date: _____

8/10/10


Ronald D. Blum

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