

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Cheng Chen	05/04/2011
John Z. Zhong	05/04/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	APPLE INC.
<b>Street Address:</b>	1 Infinite Loop
<b>City:</b>	Cupertino
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	95014
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	13103757
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(281)970-4503
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	281-970-4545
<b>Email:</b>	fletcher@fyiplaw.com
<b>Correspondent Name:</b>	Michael G. Fletcher
<b>Address Line 1:</b>	7915 FM 1960 Rd. West, Suite 330
<b>Address Line 2:</b>	FLETCHER YODER
<b>Address Line 4:</b>	Houston, TEXAS 77070
<b>ATTORNEY DOCKET NUMBER:</b>	P10205US1 / APPL:0242
<b>NAME OF SUBMITTER:</b>	Michael G. Fletcher
<b>Total Attachments: 2</b> source=P10205US1_APPL0242_Assignment#page1.tif source=P10205US1_APPL0242_Assignment#page2.tif	

OP \$40.00 13103757

**ASSIGNMENT**

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, does hereby:

SELL, ASSIGN AND TRANSFER to Apple Inc. (the "Assignee"), a corporation of the State of California, having a place of business at 1 Infinite Loop, Cupertino, CA 95014, the entire right, title and interest for the United States and all foreign countries in and to any and all improvements which are disclosed in the application for United States Letters Patent, which is entitled "CONTROLLING REFLECTION IN LCD DEVICES" and which may be further identified below, such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States, including all provisional and non-provisional applications, and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application in the United States;

AUTHORIZE AND REQUEST that any attorney associated with PTO Customer No. 73576 may delete, insert, or alter any information identifying this application, or any related application, below after execution of this assignment;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

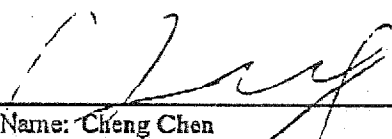
WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will (1) execute all provisional, non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) generally do everything possible which the Assignee shall consider desirable for vesting title to such improvements in the Assignee, and for securing, maintaining and enforcing proper patent protection for such improvements;

TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

<u>Additional Application Information</u>	
U.S. Provisional Application Serial No. _____	filed on _____
U.S. Non-Provisional Application Serial No. _____	filed on _____
International Application Serial No. _____	filed on _____

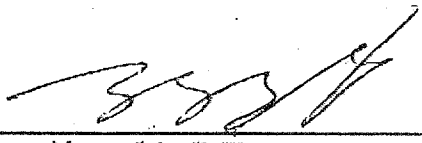
Inventor 1:

(Signature):   
Name: Cheng Chen

Date: 5.4.2011

Inventor 2:

(Signature):



Name: John Z. Zhong

Date:

5/4/11