

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Pierpasquale Tortora	05/04/2011
RECEIVING PARTY DATA	
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13151052
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NAME OF SUBMITTER:	Bridget Devlin Burke
Total Attachments: 1 source=11-06-01 Assignment#page1.tif	

CH \$40.00 13151052

ASSIGNMENT

The undersigned (hereinafter collectively referred to as "ASSIGNOR"), in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby sells, assigns and transfers to

*
The Swatch Group Research and Development Ltd

(hereinafter referred to as "ASSIGNEE"), of

Rue des Sors 3
2074 Marin
Switzerland

the entire right, title and interest for the United States of America as defined in 35 U.S.C. §100, in the invention (hereinafter "INVENTION") entitled:

LIGHTING SYSTEM FOR A DATA DISPLAY DEVICE INCLUDING A LIGHT GUIDE

*
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for which Assignor has executed an application for United States Patent

[] on this date (check if assignment and application are executed on same date)

[] filed on [_____] (check if Assignment is executed after application)
Month/Day/Year

as United States Patent Application No. _____
(Insert if known)

and all applications on the INVENTION, including any and all divisions, continuations, substitutes and reissues thereof, and all resulting patents on the INVENTION;

ASSIGNOR hereby agrees to testify and to execute any papers for ASSIGNEE, its successors, assigns and legal representatives, deemed essential by ASSIGNEE to ASSIGNEE'S full protection of and title in and to the INVENTION hereby transferred; and

ASSIGNOR hereby authorizes Joerg-Uwe Szipl and Griffin & Szipl, P.C. to insert in this ASSIGNMENT any further information necessary or desirable for recordation.

<u>Full Name of the Inventor(s) (Please type)</u>	<u>Signature</u>	<u>Date Signed</u>
Pierpasquale TORTORA	<i>Pierpasquale Tortora</i>	May 4, 2011
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

[] Check if additional pages are attached.