

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME
CONVEYING PARTY DATA	
Name	Execution Date
Prime View International Co., Ltd.	04/19/2010
RECEIVING PARTY DATA	
Name:	E Ink Holdings Inc.
Street Address:	No. 3, Li-Hsin Rd. 1
Internal Address:	Hsinchu Science Park
City:	Hsinchu City
State/Country:	TAIWAN
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12102174
CORRESPONDENCE DATA	
Fax Number:	(770)951-0933
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	7709339500
Email:	gina.silverio@tkhr.com
Correspondent Name:	Daniel R. McClure
Address Line 1:	600 Galleria Parkway
Address Line 2:	Suite 1500
Address Line 4:	Atlanta, GEORGIA 30339
ATTORNEY DOCKET NUMBER:	251610-1120
NAME OF SUBMITTER:	Daniel R. McClure
Total Attachments: 2 source=01398995#page1.tif source=01398995#page2.tif	

OP \$40.00 12102174

Translation

BUREAU OF FOREIGN TRADE, MOEA

Entity Address: No. 1 Hukou St., Taipei City

Person-in-charge: Tao, Xiao-Qien

Phone: (02)23977139

Fax: (02)23217241

E-mail: xqtao@trade.gov.tw

LETTER

Date: April 19, 2010

Ref No.: Mao-Fu-Tze-09901506570

To: **PRIME VIEW INTERNATIONAL CO., LTD.**

No. 3, Li-Hsin Rd. 1, Hsinchu Science Park, Hsinchu City

Subject:

Referring to your descriptions and suggestions for applying for changing English name from PRIME VIEW INTERNATIONAL CO., LTD. to E INK HOLDINGS INC. on behalf of PRIME VIEW INTERNATIONAL CO., LTD. in your letter, this is to reply for your attention.

Description:

1. Under instruction of MOEA, we hereby issued the present letter in response to your letter dated April 7, 2010.
2. On the basis of reinvestment information of PRIME VIEW INTERNATIONAL CO., LTD. provided by your office, it is found that it has met the requirements as set forth in Article 4.2 of Regulations Governing Registration of Exporters and Importers "When applying for registration of English name, the terms showing its sector shall not be out of the scope of business." Moreover, no any other English name is identical or similar to "E INK HOLDINGS INC." to be used by the above-mentioned company; as a result, we hereby agree that English name of the above-mentioned company can be changed as "E INK HOLDINGS INC." Meanwhile, please apply for change of English name with this Bureau pursuant to the applicable requirements.

Original: Baker & Mckenzie

CC: Office of Minister of MOEA and PRIME VIEW INTERNATIONAL CO., LTD.

Huang, Chih-Peng

Director General

檔	/	保存年限
號	/ /	

經濟部國際貿易局 函

機關地址：台北市湖口街1號
 承辦人：陶曉倩
 聯絡電話：(02)23977139
 傳真：(02)23217241
 電子郵件：xqtao@trade.gov.tw

新竹市新竹科學工業園區東區力行一路3號

受文者：元太科技工業股份有限公司

發文日期：中華民國 99 年 4 月 19 日

發文字號：貿服字第 09901506570號

速別：最速件

密等及解密條件或保密期限：

附件：無

主旨：貴所函為元太科技工業股份有限公司擬申請變更英文名稱為「E INK HOLDINGS INC.」提出說明及建議一案，復請查照。

說明：

- 一、依奉本部交下 貴所本(99)年4月7日未列字號函辦理。
- 二、本案依據 貴所提供之元太科技工業股份有限公司轉投資相關資料，經核符合「出進口廠商登記管理辦法」第4條第2項「申請登記之英文名稱，其標明產業之專業名詞，不得逾其營業項目範圍。」之規定，又查該公司擬使用之英文名稱「E INK HOLDINGS INC.」，目前並無英文名稱相同或類似情事，爰本局同意該公司之英文名稱變更為「E INK HOLDINGS INC.」，請該公司依規定向本局辦理英文名稱變更事宜。

正本：國際通商法律事務所

副本：經濟部部長室、元太科技工業股份有限公司

局長 黃志鵬

元太科技工業股份有限公司	
收文日期：1999年4月20日	
<input type="checkbox"/> 總經理室	<input type="checkbox"/> 環安部
<input type="checkbox"/> 液晶顯示器中心	<input type="checkbox"/> 品保處
<input type="checkbox"/> 電子紙顯示器中心	<input type="checkbox"/> 財會處
<input type="checkbox"/> 液晶顯示器中心	<input type="checkbox"/> 資服部
<input type="checkbox"/> 行政財務中心	<input type="checkbox"/> 液晶廠
<input type="checkbox"/> 資訊科技部	<input type="checkbox"/> 廠務部
<input type="checkbox"/> 運籌管制處	<input type="checkbox"/> 員工關係課
<input type="checkbox"/> 市場與產品開發處	<input type="checkbox"/> 製造中心
<input type="checkbox"/> 公共事務管理暨服務部	
妥善保存以便日後查閱。	