

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SHMUEL ROTH	09/04/2007
MOSHE BEN-CHORIN	08/26/2007
DORON MALKA	08/30/2007
DAN ELIAV	08/26/2007
RECEIVING PARTY DATA	
Name:	GENOA COLOR TECHNOLOGIES LTD.
Street Address:	10 HASADNAOT ST.
Internal Address:	BEIT TELDATA - 4TH FLOOR
City:	HERZLIYA
State/Country:	ISRAEL
Postal Code:	46733
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12909742
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 2:	12th Floor
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ATTORNEY DOCKET NUMBER:	P-6380-US3
NAME OF SUBMITTER:	SHARON BRAUDE
Total Attachments: 3 source=P-6380-US3-FASS-30AUG11#page1.tif source=P-6380-US3-FASS-30AUG11#page2.tif source=P-6380-US3-FASS-30AUG11#page3.tif	

CH \$40.00 12909742

ASSIGNMENT

In consideration of One Dollar (\$1.00), and other good and valuable consideration, the Receipt of which is hereby acknowledged, I the undersigned, ROTH, Shmuel residing at 7 Zelig Bas Street, Petach Tikva 49550, Israel; BEN-CHORIN, Moshe residing at 34 Ya'kov Street, Rehovot 76262, Israel; MALKA, Doron residing at 24 Zeeman Street, Tel-Aviv 67458, Israel; ELIAV, Dan residing at 9 Odem Street, Zichron Yaakov 30900, Israel

Hereby sell, assign and transfer to Genoa Color Technologies Ltd., an Israeli company located at 10 HaSadnaot St., Beit Teldata - 4th Floor, Herzliya 46733, Israel its successors, assigns and legal representatives (hereinafter, the "Assignee"), the entire right, title and interest for all countries, in and to any and all inventions which are disclosed and claimed, and as possessed by the undersigned, any and all inventions which are disclosed but not claimed in the application for United States Patent U.S. Serial No. 11/882,452 filed August 1, 2007 and is entitled

MULTI-COLOR LIQUID CRYSTAL DISPLAY

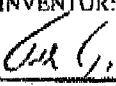
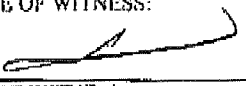
and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for U.S. Letters Patent or other related property rights in any and all foreign countries which have been or shall be filed on any of said inventions disclosed in said application; and in and to all original and reissued patents or related foreign documents which have been or shall be issued on said inventions;

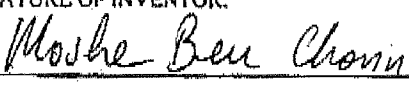

Authorize and request the Commissioner of Patents of the United States to issue to said Assignee, the corporation above named, its successors, assigns and legal representatives, in accordance with this assignment, any and all United States Letters Patent on said inventions or any of them disclosed in said application;



Agree that said Assignee may apply for and receive foreign Letters Patent or rights of any other kind for said inventions, or any of them; and may claim, in applications for said foreign Letters Patent or other rights, the priority of the aforesaid United States patent application under the provisions of the International Convention of 1883 and later modifications thereof, under the Patent Cooperation Treaty, under the European Patent Convention or under any other available international agreement; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this assignment, the under-signed or the undersigned's executors or administrators will, for the United

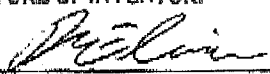
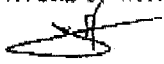
States and all foreign countries, execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications or other documents on any and all said inventions; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns and representatives, all facts known and documents available to the undersigned relating to said inventions and the history thereof; testify in all legal proceedings; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said inventions and for vesting title to said inventions and all applications for patents or related foreign rights and all patents on said inventions, in said Assignee, its successors, assigns and legal representatives; and

COVENANT with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

FULL NAME OF INVENTOR: ROTH, Shmuel	FULL NAME OF WITNESS: WEISS Nir
SIGNATURE OF INVENTOR: 	SIGNATURE OF WITNESS: 
DATE: <u>4/9/2007</u> (day / month / year)	ADDRESS OF WITNESS: 86 Sokolov Herzlia

FULL NAME OF INVENTOR: BEN-CHORIN, Moshe	FULL NAME OF WITNESS: ODED BEN-DAVID
SIGNATURE OF INVENTOR: 	SIGNATURE OF WITNESS: 
DATE: <u>26 08 2007</u> (day / month / year)	ADDRESS OF WITNESS: 38 BERG ST. RISHON - LEZION

FULL NAME OF INVENTOR: MALKA, Doron	FULL NAME OF WITNESS: MOSHE BEN CHORIN
SIGNATURE OF INVENTOR: 	SIGNATURE OF WITNESS: 
DATE: <u>30.8.07</u> (day / month / year)	ADDRESS OF WITNESS: 34/42 YAKOV ST., 76262 Rehovot, ISRAEL

FULL NAME OF INVENTOR: ELIAV, Dan	FULL NAME OF WITNESS: ODED BEN-DAVID
SIGNATURE OF INVENTOR: 	SIGNATURE OF WITNESS: 
DATE: <u>26/8/07</u> (day / month / year)	ADDRESS OF WITNESS: 38 BERG ST RISHON-LEZION