PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Alex Veis	11/02/2011

RECEIVING PARTY DATA

Name:	HEWLETT-PACKARD INDUSTRIAL LTD.
Street Address:	5c Hatzoran Street
Internal Address:	Netanya Industrial Park
City:	Netanya
State/Country:	ISRAEL
Postal Code:	42505

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13287301

CORRESPONDENCE DATA

Fax Number:	(970)778-4063
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Email:	terri.tuma@hp.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name:	Hewlett-Packard Company
Address Line 1:	3404 E. Harmony Road MS 35
Address Line 2:	Intellectual Property Administration
Address Line 4:	Fort Collins, COLORADO 80528

NAME OF SUBMITTER:	Marci Santillanes

Total Attachments: 1
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13287301

CH $40.00

PATENT APPLICATION

RECORD ID: _____ 82753377 _____

ASSIGNMENT OF PATENT APPLICATION

I/We, the undersigned (each) have agreed and hereby agree to assign to HEWLETT-PACKARD INDUSTRIAL PRINTING LTD., having its principal place of business in Netanya, Israel, (hereinafter HPIP), in furtherance of my/our obligations to the Hewlett-Packard Company and its susidiaries and affiliates, and do hereby assign and transfer to HPIP, its successors and assigns, the entire right, title and interest, including the right of priority, in, to and under an application for Letters Patent of the United States entitled:

PRINTING USING A BACKWARDS MOTION

Filing Date: 02 Nov 2011   **Application No.:** 13/287,301

and the invention(s) and improvement(s) set forth therein, and any and all continuations, continuations-in-part (C-I-P's), divisionals, and renewals of and substitutes for said application for said Letters Patent, and any and all Letters Patent of the United States and of countries foreign thereto which may be granted thereon or therefore; and any reissues, or reexaminations, or extensions of said Letters Patent.

I/we additionally authorize HPIP to file applications in my/our name for Letters Patent in any country, to be held and enjoyed by HPIP, its successors, assigns, nominees or legal representatives, to the full end of the term or terms for which said Letters Patent respectively may be granted, reissued or extended, as fully and entirely as the same would have been held and enjoyed by me/us had this assignment, and transfer not been made;

AND I/we hereby covenant that I/we have full right to convey the entire interest herein assigned, and that I/we have not executed and will not execute any agreement in conflict herewith, and I/we further covenant and agree that I/we will, each time a request is made, and without undue delay, execute and deliver all such papers as may be necessary or desirable to perfect the title to said invention(s) or improvement(s), said application and said Letters Patent, to HPIP, its successors, assigns, nominees or legal representatives, and I/we agree to communicate to HPIP, or to its nominee, all known facts respecting said invention(s) or improvement(s), said application and said Letters Patent, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisionals, continuations, C-I-P's, reissue and foreign applications, to make all rightful oaths and declarations, and generally to do everything possible to aid HPIP, its successors, assigns, nominees and legal representatives to obtain and enforce, for its or their own benefit, proper patent protection for said invention(s) or improvement(s) in any and all countries provided the expenses which may be incurred by me/us in lending such cooperation and assistance are paid by HPIP;

AND I/we hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue to HPIP, as assignee of the entire right, title and interest, any and all Letters Patent for said invention(s) or improvement(s), including any and all Letters Patent of the United States which may be issued and granted on or as a result of the application aforesaid, in accordance with the terms of this assignment.

I/we further authorize and direct the attorneys of record to insert the serial number and filing date of said application now identified by the Record ID and title set forth above as soon as the same shall have been made known to them by the United States Patent and Trademark Office.

Alex Veis	_2.11.2011_
Inventor's Signature	Date Assignment Signed
	_2.11.2011_
Alex Veis	Date Application Signed
Inventor's Typed Name	
Inventor's Signature	Date Assignment Signed
Inventor's Typed Name	Date Application Signed

RECORDED: 01/25/2012

**PATENT
REEL: 027589 FRAME: 0136**