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| 11 22° | 7 03043306 111 Staas & Halsey LLP | | |
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| 1. | Name of conveying parties: 1) Koichi SHINODA 2) Hirotaka KOBAYASHI | | |
| 2. | Name and Address of receiving party: | | |
| | TOPPAN PRINTING CO., LTD. 5-1, Taito 1-chome, Taito-ku, Tokyo 110-0016 Japan | | |
| 3. | Nature of conveyance: X | | |
| 4. | Application number(s) or patent number(s): This document is being filed together with a new application. OR | | |
| | ☐ This document is being filed after filing of the application: (a) Patent Application No(s). 13/444,261, filed April 11, 2012; or (b) Patent No(s). | | |
| 5. | Name and address of party to whom correspondence concerning document should be mailed: STAAS & HALSEY LLP Our Docket: 1186.1111 Attention: David M. Pitcher 1201 New York Ave., N.W., 7th Floor Washington, D.C. 20005 | | |
| 6. | Total number of applications and patents involved:1 | | |
| 7. | Total fee (37 CFR 3.41) | | |
| 8. | Deposit Account No.: 19-3935 (Any underpayment is authorized to be charged to this Deposit Account) (Attach duplicate copy of this page if paying by deposit account) | | |
| | d M. Pitcher, Reg. No. 25,908 | | |
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| | Total number of pages including cover sheet: 3 | | |
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Revised April, 2011

ASSTGNMENT

In consideration of value received, I, having a mailing address at c/o TOPPAN PRINTING CO., LTD., 5-1, Taito 1-chome, Taito-ku, Tokyo 110-0016 Japan, and a residence as stated below next to my name, the sole inventor (if only one name is listed below) or a joint inventor (if plural inventors are listed below) of an invention described in an application for United States patent entitled:

IMAGE DISPLAY, LABELED ARTICLE, AND METHODS OF MANUFACTURING THEREOF

said application having been filed on and assigned Application No.; sell and assign to TOPPAN PRINTING CO., LTD. a corporation of Japan, having a business address at 5-1, Taito 1-chome, Taito-ku, Tokyo 110-0016 Japan

its successors, assigns or nominees, hereinafter referred to as "Assignee", my entire right, title and interest in and to said invention as disclosed, shown and described in said application for United States patent: (check one)

[X] executed concurrently herewith;[] executed separately herefrom;

and in and to all applications for patent and patents for said invention including all divisions, reissues, continuations, substitutions and extensions thereof and all rights arising under or pursuant to any and all international agreements, treaties or laws relating to the protection of industrial property, including rights of priority, resulting from the filing of any of said applications; and I authorize and request any official whose duty is to issue patents, to issue any patent on said invention or resulting therefrom to said Assignee, and I agree that on request and without further consideration, but at the expense of said Assignee, I will communicate to said Assignee or its representatives all facts known to me respecting said invention and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue or other applications, make all rightful oaths and declarations, and generally do everything possible to aid said Assignee to obtain and enforce proper patent protection for said invention in all countries.

I hereby grant the following law firm the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the Rules of the U.S. Patent and Trademark Office for recordation of this document.

Staas & Halsey LLP, Suite 700 1201 New York Avenue, N.W. Washington, D.C., 20005

PATENT REEL: 028161 FRAME: 0256

ASSIGNMENT

| Inventor: (Signature) | Date | Residence |
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