

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	ASSIGNMENT																
CONVEYING PARTY DATA																	
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Ming Xu</td> <td>03/18/2012</td> </tr> <tr> <td>Zhibing Ge</td> <td>03/13/2012</td> </tr> <tr> <td>Shih Chang Chang</td> <td>03/13/2012</td> </tr> <tr> <td>Cheng Chen</td> <td>03/13/2012</td> </tr> <tr> <td>Hopil Bae</td> <td>03/13/2012</td> </tr> <tr> <td>Shawn Robert Gettemy</td> <td>03/13/2012</td> </tr> <tr> <td>Wei H. Yao</td> <td>03/13/2012</td> </tr> </tbody> </table>		Name	Execution Date	Ming Xu	03/18/2012	Zhibing Ge	03/13/2012	Shih Chang Chang	03/13/2012	Cheng Chen	03/13/2012	Hopil Bae	03/13/2012	Shawn Robert Gettemy	03/13/2012	Wei H. Yao	03/13/2012
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<table border="1"> <tr> <td>Name:</td> <td>APPLE INC.</td> </tr> <tr> <td>Street Address:</td> <td>1 Infinite Loop</td> </tr> <tr> <td>City:</td> <td>Cupertino</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>95014</td> </tr> </table>		Name:	APPLE INC.	Street Address:	1 Infinite Loop	City:	Cupertino	State/Country:	CALIFORNIA	Postal Code:	95014						
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<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13420298</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13420298												
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Application Number:	13420298																
CORRESPONDENCE DATA																	
Fax Number:	(281)970-4503																
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Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.																	
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OP \$40.00 13420298

ATTORNEY DOCKET NUMBER:	P11288US5 / APPL:0262E
NAME OF SUBMITTER:	Michael G. Fletcher
Total Attachments: 7 source=P11288US5_Assignment_042712#page1.tif source=P11288US5_Assignment_042712#page2.tif source=P11288US5_Assignment_042712#page3.tif source=P11288US5_Assignment_042712#page4.tif source=P11288US5_Assignment_042712#page5.tif source=P11288US5_Assignment_042712#page6.tif source=P11288US5_Assignment_042712#page7.tif	

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, does hereby:

SELL, ASSIGN AND TRANSFER to **Apple Inc.** (the "Assignee"), a corporation of the State of California, having a place of business at **1 Infinite Loop, Cupertino, CA 95014**, the entire right, title and interest for the United States and all foreign countries in and to any and all improvements which are disclosed in the application for United States Letters Patent, which is entitled "SYSTEMS AND METHODS FOR LIQUID CRYSTAL DISPLAY COLUMN INVERSION USING REORDERED IMAGE DATA," and which may be further identified below, such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States, including all provisional and non-provisional applications, and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application in the United States;

AUTHORIZE AND REQUEST that any attorney associated with PTO Customer No. 73576 may delete, insert, or alter any information identifying this application, or any related application, below after execution of this assignment;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;


WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will (1) execute all provisional, non-provisional, divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; (2) execute all rightful oaths, declarations, assignments, powers of attorney and other papers; (3) communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; (4) cooperate with the Assignee in any interference, opposition, dispute, or litigation involving any of the applications or patents for such improvements; and (5) generally do everything possible which the Assignee shall consider desirable for vesting title to such improvements in the Assignee, and for securing, maintaining and enforcing proper patent protection for such improvements;

TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

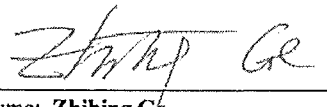
<u>Additional Application Information</u>	
U.S. Provisional Application Serial No. _____	filed on _____
U.S. Non-Provisional Application Serial No. <u>13/ 420,298</u>	filed on <u>March 14, 2012</u>
International Application Serial No. _____	filed on _____

Inventor 1:

(Signature): 
Name: **Ming Xu**

Date: 3/15/2012

Inventor 2:

(Signature): 
Name: Zhibing Ge

Date: 3/13/2012

Inventor 3:

(Signature): Shih Chang Chang
Name: **Shih Chang Chang**

Date: 3/13/2012

Inventor 4:

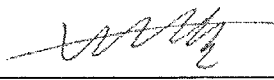
(Signature):

Name: **Cheng Chen**

Date:

3/13/2012

Inventor 5:

(Signature): 
Name: Hopil Bae

Date: 3/15/2012

Inventor 6:

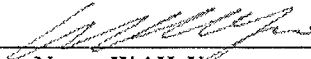
(Signature):

Name: Shawn Robert Gettemy

Date:

3/13/2012

Inventor 7:

(Signature): 
Name: Wei H. Yao

Date: 3/13/2012