

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Michael G. Robinson	06/13/2012
RECEIVING PARTY DATA	
Name:	RealD Inc.
Street Address:	100 N. Crescent Dr.
City:	Beverly Hills
State/Country:	CALIFORNIA
Postal Code:	90210
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13495898
CORRESPONDENCE DATA	
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	REALD Inc. - Patent Department
Address Line 1:	by Baker & McKenzie LLP
Address Line 2:	2001 Ross Avenue, Suite 2300
Address Line 4:	Dallas, TEXAS 75201
ATTORNEY DOCKET NUMBER:	95194936.290001
NAME OF SUBMITTER:	Neil G. J. Mothew
Total Attachments: 3 source=290001_assignment#page1.tif source=290001_assignment#page2.tif source=290001_assignment#page3.tif	

OP \$40.00 13495898

PATENT

ASSIGNMENT

WHEREAS, I, the undersigned inventor of residence as listed, have invented certain new and useful improvements as below entitled, for which an application for United States Letters Patent is made, said applications having been designated as set forth below and filed on or about the date set forth below; and

WHEREAS, **RealD Inc.** (hereinafter referred to as "Assignee"),
a Delaware corporation

with an address of: 100 N. Crescent Dr, Suite 200
Beverly Hills
California 90210

desires to acquire the entire right, title and interest in and to the inventions, and in and to the said application and any Letters Patent(s) that may issue thereon;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I assign to Assignee, all right, title and interest in and to said inventions and in and to said applications and all patents which may be granted therefore, and all divisions, reissues, continuations, continuations-in-part and extensions thereof; and I authorize and request the Commissioner of Patents and Trademarks to issue all patents for said inventions, or patents resulting therefrom, insofar as my interest is concerned, to Assignee.

I also assign to Assignee, all right, title and interest in and to the invention disclosed in said applications throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said invention in its own name throughout the world, including all rights to publish cautionary notices reserving ownership of said invention and all rights to register said invention in appropriate registries; and I further agree to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in Assignee.

I will communicate to Assignee any known facts respecting any improvements; and, at the expense of Assignee, I will testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and substitute applications, make lawful oaths and declarations, and generally do everything possible to vest title in Assignee and to aid Assignee to obtain and enforce proper protection for said invention in all countries.

This Assignment shall be binding on the parties' successors, assigns and legal representatives.

Atty. Docket Number	Application Serial No.	Filing Date	Invention Title
95194936.290001	To be assigned	06/13/2012	Segmented directional backlight and related methods of backlight illumination
95194936.290002	To be assigned	06/13/2012	Segmented directional backlight and related methods of backlight illumination

I hereby grant:

(1) NEIL G. J. MOTHEW, Registration No. 54,922, DARLENE K. KONDO, Registration No. 68,486, and all practitioners of the assignee RealD Inc., 5335 Sterling Drive, Boulder, CO 80301,

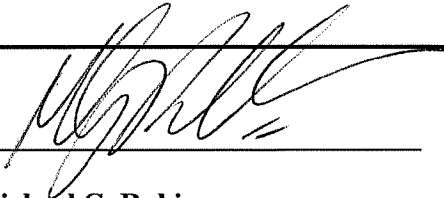
(2) BRIAN C. McCORMACK, Registration No. 36,601, CHARLES C. YANG, Registration No. 62059, JOHN G. FLAIM, Registration No. 37,323, WILLIAM D. McSPADDEN, Registration No. 44,234, and all practitioners with the firm of Baker & McKenzie LLP (Customer Number **78769**) with an office at 2001 Ross Avenue, Suite 2300, Dallas, TX 75201,

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 United States Patent and Trademark Office for recordation of this document.

The undersigned further declares that all statements made herein of his/her own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that

such willful and false statements may jeopardize the validity of the application or any patent issued thereon.

Signature of Inventor:



Inventor(s) Name: Michael G. Robinson

Residence (city/state/country): Boulder, CO, US

Citizenship: GB

Date:

6/13/12
