501992219 07/17/2012

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Michael Lane Polk	07/16/2012

RECEIVING PARTY DATA

Name:	FUJIFILM North America Corporation
Street Address:	200 Summit Lake Drive
City:	Valhalla
State/Country:	CALIFORNIA
Postal Code:	10585

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13551326

CORRESPONDENCE DATA

Fax Number: (408)720-8383 Phone: 408-720-8300

Email: carrie_boccaccini@bstz.com

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

via US Mail.

Correspondent Name: Ryan W. Elliott

Address Line 1: 1279 Oakmead Parkway

Address Line 4: Sunnyvale, CALIFORNIA 94085

ATTORNEY DOCKET NUMBER: 8998P032

NAME OF SUBMITTER: Ryan W. Elliott

Total Attachments: 2

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PATENT REEL: 028570 FRAME: 0538 CH \$40.00 135513

ASSIGNMENT OF PATENT APPLICATION	Attorney Docket No.: 8998P032
For good and valuable consideration, the receipt	and sufficiency of which is hereby
acknowledged, I/we, the undersigned, <u>Michael Lane</u>	Polk
hereby sell, assign, and transfer to <u>FUJIFILM North Ar</u>	merica Corporation
a Corporation	of New York .
a <u>Corporation</u> (Type of Assignee: e.g., corporation, company, partnership, universit	ty, etc.)
having a principal place of business at 200 Summit Lak	e Drive, Valhalla, New York 10585
("Assignee"), and its successors, assigns, and legal represent the United States and all foreign countries, in and to a are disclosed in the application (provisional or non-provisional application may have a declaration exponeurrently herewith and which application (provisional)	any and all inventions or improvements that sional) for the United States patent which for executed by the undersigned prior hereto or
DIRECT-TO-PRODUCT TRANSFER OF PERSONALIZE USING A SINGLE COMPOSITE IMAGE	ED IMAGES AND TRACKING LABELS
said patent application also identified as follows (when kr	nown).
[l/we hereby authorize an attorney or agent for sa number and filing date of said patent application	aid Assignee to insert below the application
United States Patent Application Number 13/551,326	filed_07/17/2012
and in and to said application (provisional or non-provisional applications, utility applications, design applications, continuapplications, continuapplications, renewal applications, reissue applications, repatent applications that have been or shall be filed in the any of said inventions or improvements; and in and to all reexamination certificates, and extensions, that have been all foreign countries on said inventions or improvements; from the filing of said United States application;	rations, divisional applications, continuation ation-in-part applications, substitute reexaminations, extensions, and all other United States and all foreign countries on original patents, reissued patents, and or shall be issued in the United States and
agree that said Assignee may apply for and recei improvements in its own name; and that, when requester said Assignee, its successors, assigns, and legal represe and purpose of this Assignment, the undersigned will exe provisional applications, utility applications, design applications, continuapplications, renewal applications, reissue applications, repatent applications on any and all said inventions or impressignments, powers of attorney, and other papers; com assigns, and representatives all facts known to the under improvements and the history thereof; and generally assignerovements and for vesting title to said inventions or in	d, without charge to, but at the expense of, centatives, to carry out in good faith the intent ecute all provisional applications, non-tations, divisional applications, continuation ation-in-part applications, substitute reexaminations, extensions, and all other rovements; execute all rightful oaths, municate to said Assignee, its successors, resigned relating to said inventions or ist said Assignee, its successors, assigns, or not protection for said inventions or

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PATENT REEL: 028570 FRAME: 0539

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and all patents on said inventions or improvements, 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.

Each Inventor: Please Sign and Date Below:

7/16 , 20 12 Michael Lane Ho

Michael Lane Polk
Printed/Typed Name

Assignment Document Return Address: BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP 1279 Oakmead Parkway Sunnyvale, CA 94085-4040 (408) 720-8300

Attorney Docket No.: 8998P032

RECORDED: 07/17/2012

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